

Annual Forecast Number 20¢

THE AUTHOR & JOURNALIST

TREND OF THE LITERARY
MARKET AND FORECAST
FOR 1929—

*By Willard E. Hawkins, John
T. Bartlett, and other
Authorities*

MODERN TRENDS IN
LITERARY STYLE—

By Thomas H. Uzzell

GETTING ORDERS FOR
WORK—

By Edward Mott Wooley

THE HANDY MARKET LIST
OF PERIODICAL MARKETS—

THE HANDY MARKET LIST
OF SYNDICATES—

*A Wealth of Publishers'
Announcements—*

March
1929

DOUBLEDAY-DORAN Fiction Magazines



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by land, sea and air

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R. S. V. P. to

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Garden City, New York



THE NEW YORK TIMES AGREES WITH MR. UZZELL

THE January 15th issue of the *New York Times* carried an editorial based on, and quoting, an article of mine which appeared in the *Writer's Digest* on "Comma Hounds." The *Times* writer in part says:

Mr. Uzzell defines the manuscripts of such would-be authors as "form without substance—words without ideas." These unpublished geniuses are so obsessed by the importance of style, punctuation and form that if they ever had something to say it is lost when they begin to write. They do not say simply and directly what is in their minds, but cloak it in phrases which seem to them to have a literary flavor.

The first class of "comma hounds" should give up their yearning to write. They have nothing to say, but because they have read and enjoyed the works of good writers, or perhaps merely popular ones, they think they can easily imitate them. . . . Mr. Uzzell's advice to quit will not be much comfort to anyone who admits that he fails in this class, but there is probably not an anxious budding novelist in the country who sees himself in it.

There is only one slight error in this part of the editorial—some of the budding writers have admitted their error—when I pointed it out to them! Writers working with me have learned that they can depend upon me to tell them the truth, however bitter. Sometimes inefficient writers object—but those able to take criticism and advice profit proportionately. For instance:—

During 1928 my little group of writers earned approximately \$10,000.

One of my students of last year told me that he refused orders for 100,000 words of copy in December, and that he was earning from \$900 to \$1,700 a month since working with me. Other ex-students are equalling this amount.

Active students sold to five markets during the first three weeks of the new year.

Are you a Comma Hound? If you aren't, I'll be glad to send you a free copy of "How I Work With Writers," which will explain my methods.

THOMAS H. UZZELL

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New York City

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THE AUTHOR & JOURNALIST presents with modest pride its first Annual Forecast Number. This we hope to make an annual institution, with future issues eclipsing the present one in size and completeness.

The attention of readers is especially called to the generous advertising patronage which has helped to make this special edition possible. The interest of magazine publishers in this departure of THE AUTHOR & JOURNALIST, and their desire to cement friendly relations with writers, is strongly evinced by their full-page and smaller announcements, which are well worth studying.

Agents, typists and others offering service and commodities to writers are exceptionally well represented. They naturally expect results from this advertising, and we trust that readers, in replying to their offers, will make it a point to mention THE AUTHOR & JOURNALIST. This naturally will mean more advertising, making possible a permanent enlargement of the magazine.

The Handy Market List in this issue will be supplemented next month by a complete roster of group magazine publishers, their addresses and a

list of the magazines published by each. This, we know, will prove a valuable feature. A list of British markets also will be published in the April issue.

THE BIG OPPORTUNITY for the fiction writer at the present moment is in the air-story field. Here is a type of story for which a big and growing demand exists, and for which comparatively few writers seemingly have equipped themselves. Practically all of the adventure magazines are clamoring for air stories and a half dozen or more, including several launched last month, are using such fiction exclusively. And if the requisite qualities are present, air yarns can be sold to the "slick-paper" publications as well.

Rates, it is said, are soaring in this field—through the simple operation of the law of supply and demand. Because few writers are qualified to write air fiction, those who can do so are soon able to command top prices for their work.

And war stories, it may be remarked, are at present not so far behind in demand. An air-war story, effectively developed, is "sure-fire" stuff.

DESCRIBING THE NOVEL as the highest development in prose writing, Gertrude Atherton discusses literature as a career for women in "An Outline of Careers for Women," edited by Doris B. Fleischman and just published by Doubleday, Doran and Company.

Mrs. Atherton says, "The term is given to any work of fiction that involves the spinning out of many words about four or five people, cleverly analyzed, or to a long story full of incident and action. Both are imposing performances and pleasing to certain publics, but neither has any right to the term 'novel,' which is after all, the highest development of prose fiction.

"I have always thought that a course in architecture would be beneficial to those who aspire to novel writing, for the two arts are not dissimilar. The novel, no matter what the natural gift of the author, is a thing of structure, form, large proportions, many rooms of many sizes, with solid foundations, and the imposing facade no more meticulously finished than the side and back entrance. Otherwise it is lopsided. It may begin well but fall down in the middle, or collapse at the end. But as every would-be novelist cannot study architecture, and none will, only practice and careful study of novels by skilled writers will gradually perfect them in the art.

"Plot," says Mrs. Atherton, "has no place in the novel, for a plot is pivotal, and the novel should be a fictional biography with a well-defined theme, driving straight ahead.

"But when all is said and done, the novelist, like the poet, is born, not made. He—or she, as this book is addressed to women, who are often better novelists than men—must have more than the gift for the story, or even for characterization. She must have the faculty of holding up this prolonged

(Continued on Page 14)

Trend of the Literary Market for 1929

BY WILLARD E. HAWKINS

WHAT sort of fiction clothes will the well-dressed magazine wear this coming year? Ask the average editor and you are likely to get a very general reply, or perhaps a reply in this vein: "As far as we are concerned, we are going to continue buying the best stories in our field. Our imitators, of course, will tag along as usual in an attempt to duplicate our success."

This attitude, it may be acknowledged, prevails chiefly in the all-fiction or pulp-paper field. But though it may be amusing from the writer's point of view to find each editor sublimely confident that his own magazines lead the field, he is not likely to receive much help from them if he is looking for an accurate forecast of conditions in the writing field. An outsider, in fact, who has occasion to deal with a wide variety of periodicals, and to watch their shifting of policy, has a better opportunity to form an unbiased opinion on the trend of the market than editors who are so close to their particular phase of the subject that their perspective may be distorted.

It is in the role of such an outsider that THE AUTHOR & JOURNALIST ventures, with fear and trembling, its analysis and forecast of magazine fiction fashions.

Such an analysis, under present-day conditions, must take into consideration that there is a fairly sharp dividing line between

New magazines come, and, sometimes, go; but the long-established classics remain. Stories keep pace with life, in the way of journalism: woman in politics, airplane adventures, bootleggers and hi-jackers, the Great War—tales of these, impossible through conditions ten years ago, now strut the fringes of the stage and frequently its centre. Old themes are renaissant: in the opinion of the conservative, not since the Elizabethans has sex been exploited so frankly, perhaps so shamelessly. The detective story has returned in great numbers, and with it the story of crime as crime has not existed before the second quarter of the Twentieth Century. Polyglot America has developed writers whose antecedents hail from all quarters of the earth.

—Blanche Colton Williams in the introduction to O. Henry Memorial Collection for 1928.

what are known as the "slick - paper magazines" (this classification actually takes in several high-class literary magazines printed on eggshell paper) and the "pulp-paper magazines." To a large portion of the reading public, the only existent magazines are the highly illustrated periodicals printed on glazed paper and characterized in their fiction by a high degree of finish, no matter how empty the plots.

To another large portion, the wood-pulps (including some illustrated periodicals, especially in the "true story" class offer the only

source of fiction pabulum. To a reader of this class the smooth-paper magazines fall into the general classification of "high-brow." The all-fiction reader wants his stories crammed with physical action, his plots ingenious and startling, his characters starkly defined rather than subtle, and he is no great stickler for finish of style.

The disdainful attitude of the "high-brow" toward the pulp-papers is exemplified in the statement by Fannie Hurst quoted on the next page, while the defensive attitude is illustrated by the quotation from Harold Hersey, experienced fiction editor, on the page following.

There is, perhaps, a decided tendency on the part of the general public to assume that because the all-fiction magazines are printed on cheap paper they must be filled with cheap stories. This does not necessarily

follow. Cheap, newsprint paper is principally employed because these magazines do not carry the advertising which alone makes it possible for publishers to sell a finely printed periodical at a nominal price. It is a fact, with which writers for the wood-pulps are well acquainted, that the widest possible variation of quality exists within this field. There are cheap, trashy all-fiction magazines, edited principally to provide thrills for boys in their early teens, or to bring a crude form of romance into the lives of uneducated factory girls. On the other hand, there are carefully edited adventure periodicals that require as high a standard of craftsmanship as *Harper's* or *The Pictorial Review*—albeit they sometimes demand a more rugged type of story.

In a broad sense, however, the reading public is divided into two distinct classes. To one kind of reader the names of H. Bedford Jones, Max Brand, W. Bert Foster, William Wallace Cook, and their confreres mean nothing. To the other kind, the names of Fannie Hurst, Theodore Dreiser, Sherwood Anderson, Zona Gale, Edna Ferber, Wilbur Daniel Steele, Conrad Aiken, Ruth Suckow carry only the vaguest associations.

Fannie Hurst's indictment of the pulp-paper magazines would perhaps be justified if their growth—or if the spread of "cheap" fiction—has actually throttled the quality of the American short-story. It may be questioned whether this has been the result. The higher stratum of present-day fiction is just as fine, and there is fully as much of it published, as in the days before the phenomenal growth of newsprint and confessional magazines. The latter have not supplanted literature, any more than the photoplay or the radio have supplanted it. They have merely opened up a new type of entertainment, to which a large share of the public is responsive.

Many of the indictments of cheapness, lack of craftsmanship, speed, standardization, are, alas, too true. The newstands are spread with rows of wood pulp that have vainly been sacrificed to white space in order to carry the printed word of thousands of not-worth-printing short-stories.

To behold your fellow traveler in the Pullman seat opposite you, snap his gladstone bag and remove the current number of the saw-tooth-edged GIRLY STORIES, printed on glorified butchers' paper and illustrated in legs, is to witness simultaneously one of the lowest forms of human endeavor and human recreation.

The growth of the magazine in America has probably done more to throttle the quality of the American short-story than any single element at work on any literature in the world.

The "success story," the "true story," the "adventure story," the "snappy story," in cheap multiplicity in cheap-minded magazines, have cast over the picture of the American short-story a sorry pall.

—Fannie Hurst in the *Publishers' Weekly*.

One needs only to glance at comparative circulation figures of the "quality" magazines, ten years ago and today, to reach the conclusion that there is a larger reading public responsive to the so-called "best" in literature than ever before. We recall when *The Atlantic Monthly* boasted a circulation of 40,000. It is now rated well above 100,000. *Harper's Magazine* printed 156,000 copies of its November, 1928, issue, which was ten thousand more than it printed for November, 1927, and thirty-six thousand more than for November, 1925. Similar gains have been recorded in other magazines which strive to publish reading matter for discerning, mature minds. Evidently the invasion of true-story and western story magazines has not seriously affected the growth of magazines like *The Saturday Evening Post*, *The American*, *Red Book*, or *Woman's Home Companion*, appealing to the great middle ground of readers.

THE great thing accomplished for writers by the mushroom development of wood-pulp periodicals has been the stabilizing of conditions within their craft. It was held only a few years ago that, save in

case of a favored few "big names" the uncertainties of literature made it a poor dependence for a living. A good story might sell to almost any magazine, but it was not certain to sell to any.

Today, with the era of extreme specialization in fiction magazines, hundreds of writers who would have starved under former conditions are making substantial, steady incomes. A writer of action stories who has mastered the knack of turning out acceptable fiction at the rate of half a million words a year (and there are many such) may count on the income from his sales with almost the same certainty that a salaried man counts upon his. Many writers have deserted the capricious "slick-paper" field

for the more stable rewards offered by all-fiction markets.

Where rates of 1 cent a word once prevailed among all-fiction magazines, the minimum rate in the majority of such markets is now 2 cents a word, and dependable authors are drawing down 2½, 3, and even 4 or 5 cents a word, with a practical certainty of selling nearly all that they write. (An occasional "dud" occurs in the best of families.)

The line of demarcation that exists between the slick-paper and the pulp-paper fields is rather strikingly illustrated by the ascendancy of certain types of fiction in one field, as contrasted with indifference toward them in another. Just now, this is evident in case of the detective story. In the slick-paper field, as a result of the amazing popularity of S. S. Van Dyne's detective novels, there is a positive craze for the conventional type of detective novel. The book publishers have fallen in line with innumerable volumes of the detective type. In the pulp-paper field there has been no noticeable access of interest in this type of story. The few detective-story magazines have been plugging along about as usual, with little apparent growth in the size of their public. The conventional detective story, in fact, has been largely supplanted in such magazines by the "crime" story—the story told from the viewpoint of the criminal rather than the detective. Nor has there been a noticeable invasion of the other wood-pulps by detective themes. The tremendous access of interest in detective fiction has been distinctly confined to illustrated magazines of the *American Magazine-Red Book-Pictorial Review* types.

IN this field, there are no other outstanding changes of policy. The object of the average slick-paper editor seems to be to give his readers a well-balanced bill-of-fare, without letting any type of story predom-

inate too heavily—though, of course, there may be a leaning toward women's interests, or men's interests, according to the public reached by the magazine. Romance undoubtedly heads the procession—there are few stories in the illustrated magazines that do not involve love as a major theme. There is a decided tendency toward stories picturing the sophisticated, wise-cracking flapper type of heroine, usually in a light which brings out her inherent fineness of character. A light, flippant touch, and superficial cleverness, seem to be at a premium in the middle-grade fiction marts of to-day. Rates, for writers who have the flair of style required by these markets, are exceedingly good. With five cents a word as a minimum among the more prosperous periodicals, the majority of writers are receiving 10 cents a word or better from smooth-paper editors.

As intimated before, however, the big, dependable market for writers capable of turning out a fair grade of material in quantities, is in the all-fiction field. For one writer who sells to the smooth-faced periodicals, there are dozens who sell to wood-

pulps. It is a simple matter of mathematics. More stories are purchased by the latter. The demand is tremendously greater. The average all-fiction magazine publishes close to 100,000 words in an issue, and several of them come out weekly or twice-monthly. The average general magazine or woman's magazine publishes less than half this amount of fiction (though it publishes many general articles in addition). A recent check of the "A" magazines in the Handy Market List revealed seventy-five all-fictions (including the confession magazines) as against thirty general magazines using fiction.

Among all-fictions, "the story is the thing." A thrilling, adventurous tale passably told takes precedence every time over a story chiefly dependent upon finish of

I number myself among those who stand by the statement that much of the literature of today, considered in its "higher" aspects, appears in the pulp-paper magazines. The difficulty of arriving at a true estimate is almost insurmountable. I can only offer an experience of many years in varied sides of magazines making. . . . Were I editing the "Best Short Stories" of the year—and thank God I am not!—I would not be content with my selection until I had exhausted those magazines that do not depend upon famous names and overwhelming reputations, nor upon theories as to what constitutes the great short-story. . . . Tomorrow, when the literature of today is weighed, the magazines, big and little, will be studied, and from them, on the whole, will have to come the examples, otherwise the judgment reached can only be a false one.

—Harold Hersey, editor of the Hersey Magazines, in *The Author & Journalist*.

style. Action is the fetich of the wood-pulp editor. Subtlety of characterization is something avoided rather than sought. Clearcut characterizations, dramatic plots, and rigid avoidance of certain editorial taboos, are essential elements for the writer of such fiction to bear in mind.

THE all-fiction magazines of late years have fallen into highly specialized groups, each type of magazine publishing only one type of fiction, and rigidly excluding all others. Roughly, the groups and their fiction requirements are about as follows:

Adventure magazines—using stories of outdoor types not closely restricted as to locale, but including Western, air, war, sea, foreign, sport and even urban settings. Love interest is excluded, or kept very much in the background. These magazines reflect the prevailing trends of popularity, being especially partial to air fiction at present.

Western magazines—limiting their characters to cowboys, ranchers, rustlers, sheriffs, and other adjuncts of the cow country—occasional desert and mining settings permitted. Some magazines in this field use modern Western settings—forest service and the like; others limit themselves strictly to the "Old West." Indian stories are almost definitely taboo. Love interest must be kept in the background. We do not believe the Western story is likely to show a falling off in popularity for several years though the market "slumped" somewhat for a few months last year.

Air-story magazines. This group is in the ascendancy at the present time. The demand for stories of aviation has passed the demand for Western stories, which heretofore led by a large margin. Our prediction is that air stories will drop back into a secondary place after a year or so, when air planes have become as familiar as automobiles. Just now, the writer who has some technical knowledge of flying and the ability to construct dramatic plots involving air evolutions, is sure of an eager market at top all-fiction rates. Love interest must be very much subordinated to action.

War-story magazines. In this field there is a strong, steady demand for fiction dealing with actual overseas conflict on the various fronts in the World War. Training-camp stories are practically unsalable. All

stories in this field must deal with actual battle incidents. There are some magazines of air-war interest which require that the action involve both flying and warfare. The demand for war stories is likely to remain fairly constant for a few years.

Detective and crime magazines. There has been little expansion within this field, although the magazines already established seem to be holding their own. It seems not unlikely that an access of interest in the all-fiction detective field will follow, as a result of the present enormous popularity of the detective story among general magazines. Just now, the crime story seems to be more favored among the all-fictions than the straight detective story—probably because it emphasizes adventure and danger elements rather than analytical elements.

Love-story magazines. In the main, these require a simple romantic type of sentimental love story. They are edited for unsophisticated readers and the tendency is toward the working-girl heroine and fairy prince type of lover.

True Confession magazines. As a rule, these require stories of romantic escapades with the sentimental, romantic phases stressed. Sex interest is suggested, but "raciness" is avoided. Situations should not involve too much subtlety. First-person narration is required and the stories should not sound "fictiony." This type of literature seems to be holding its own, but there has been little increase in the demand of late, nor is there likely to be in the near future.

Sex magazines. These are limited in number and may be classed as perhaps the most unsatisfactory of all-fictions in the matter of payment. They welcome frankness in the handling of sex problems, yet appreciate a deft touch which suggests rather more than is stated outright.

The all-fiction field includes isolated magazines devoted to sport, sea, prizefight, spy, firefighting, stage, night-club, weird or supernatural, fantastic, business and other types of story. Experiments are being constantly made by publishers along various lines of specialization. A pronounced "hit" in any new field is invariably followed by the launching of a number of similar magazines by other publishers. At present, there is little question that the greatest success is being achieved by air, Western, and war

magazines. Action writers will do well to concentrate their efforts on fiction belonging to these categories. For the new writer the air story offers by far the best opportunities.

JUVENILES

IN the juvenile field, a tendency is observable toward stiffer requirements in the matter of quality, and somewhat higher rates. During 1928 substantial prizes were offered for juvenile material, notably the \$2000 Harper & Brothers and *American Girl* award for a girls' book; the *Boys' Life* award of \$4000 for the best book based on the Scout Oath and Law, and the D. C. Cook Publishing Company's \$2000 prize contests for short-stories for boys and girls. These have stimulated production and have shown a desire on the part of publishers to elevate the standards of literature for young people. It cannot be said, however, that the juvenile periodicals offer a sufficiently wide market to attract a great many writers. The usual complaint of the better-paying markets is that they are overstocked.

BOOKS

IN the book field, so far as fiction is concerned, the author may suit his inclination in the choice of a theme and setting. As always, an outstanding piece of work on any subject stands an excellent chance of recognition by the book publishers. A glance at publishers' announcements reveals a greater tendency than for years past toward mystery and detective stories. In non-fiction, biography has shown a decided advance in popularity, and leads the publishers' lists, except for books on religion. The figures for 1928 production among American book publishers show that 1135 new books of fiction were published, 766 books dealing with religion, 640 biographies, 634 juveniles, and 595 books of poetry and drama. Following these came books on sociology and economics to the number of 502; history, 394; general literature, 363; geography, 345; science, 340. The total number of new books issued in 1928, according to statistics gathered by the *Publishers' Weekly*, was 7614, an increase of 164 over 1927.

PHOTOPLAYS

THE only radical change in the photoplay situation has come about through the advent of sound and talking pictures. Just

what this means to the writer it is almost too early to predict. At first thought, it would seem that talking pictures might offer a new and active market for the work of qualified authors—particularly those who have made a study of stage dialogue. For our own part, we are inclined to doubt this. The studios were practically closed to the work of free-lance scenarists during the last few years of the vogue of the silent picture. Predictions that they would run out of story material unless they fell back on free-lance writers proved to be without foundation. Motion-picture material was obtained principally from three inexhaustible sources: from stage plays; from published novels and occasional short fiction, and from "originals" written to order by staff authors.

There is no reason to believe that this situation will be greatly changed. Already, several stage plays have been adapted into talking pictures. A few originals have been produced—plays written to order by men and women in close touch with the studios, to suit the idiosyncracies of certain stars. Novels and stories undoubtedly will be adapted for the screen—but the adapting will be by trained writers connected with the studios. Established continuity and title writers, and successful playwrights, will have the first chance at such opportunities.

For all that, the writer who has an outstanding idea for a talking picture, and ability to develop it, should be encouraged to try his hand at the new art. Just how he will go about getting a hearing from the producer remains a problem; but it is a problem for which the determined individual ought to be able to work out a solution. The script of a fully developed talking photoplay is a much more tangible commodity than the scenario of a silent picture. An original play of this sort is less liable to be stolen or to subject the author to charges of plagiarism. The producer is as safe in buying it as a stage producer is in accepting the manuscript of a play, or a magazine editor in accepting a short-story.

Writers should not be misled by the ballyhoo of mushroom schools which are certain to spring up, claiming to teach the technique of talking pictures and asserting that the producers are clamoring for scripts. Such a condition does not exist, and it will no more exist than it did during the later era of the silent picture. Nevertheless, oppor-

tunities will occur for the writer in the talking picture field—opportunities somewhat analogous to those in the legitimate play field, where, after putting his very lifeblood into the fabrication of a drama, the writer must go through a heartrending seige of the producers, resorting to every known trick of wire-pulling in order to get so much as a reading.

RADIO

THE radio field has proved slow in evolving a market for the work of writers.

Of late there has developed an opportunity closely allied to advertising work, in the writing of program continuities for advertisers. Writers qualified for such work must sell their services, very much as any other advertising specialist sells his services, to firms who are interested in radio advertising. Sometimes opportunities for such work may be secured through the directors of local broadcasting stations. Sometimes it is best to approach the radio advertiser and deal with him directly.



Trade, Technical and Class Journal Forecast

BY JOHN T. BARTLETT

THESE are the outstanding facts in the business paper market of 1929—

An insistence from many of the more important business papers for a more intimate, specialized, accurate type of material.

An expanding market. More business papers are buying material from outside contributors than ever before.

Increasing rates. Offers of 2 cents, or better, are becoming common.

Increasing number of professional writers earning \$3000 to \$10,000 per year either exclusively, or in large part, from contributions to the business press.

A ready welcome for the "side-liner" who knows one subject well, and writes on it. The number of occasional contributors among executives, department managers, owners, grows.

The "ghost" story on which the old *System* was built to its success finds new appreciation.

Business editors have at least doubled the interest rating formerly given to pictures. During 1929, many will insist on photographs for practically every feature article; others will publish spreads and even whole sections of pictures. Article lengths are reduced.

Group publishing, gathering together publications successful as individual enterprises, is a trend running at high tide.

The basic advantage of business papers as a literary market will continue strongly through 1929. This is the opportunity for large volume of sales.

It is probable that no one knows the exact number of business papers published in the United States, because there is a constant process of change. Magazines die, others are merged; some old magazines, successful, never have appeared in directories. However, the listing of Crain's Market Data Book (G. D. Crain, Jr., 537 South Dearborn Street, Chicago, Ill., \$2.00) is approximately correct. This gives slightly more than 2000 trade, technical, and class publications.

A suggestion of the intensity of business paper service can be had from a number of publications serving scattered fields:

- Department store and dry goods—48.
- Plumbing and heating—20.
- Hardware and house furnishings—21.
- Automotive—64.
- Jewelry—16.
- Milling—9.
- Printing—22.
- Distribution and warehousing—9.
- Electrical—28.

There are very few business papers which buy nothing whatever from outside contributors; hundreds buy a good deal. In numerous local territories, aggregated needs are so

great that the competent writer, devoting himself to them, can make an income which matches that of most professional men.

An interesting and significant statement concerning the demand of the more prominent business papers for service of an improved sort comes from C. K. MacDermut, Jr., managing editor of *The Dry Goods Economist*. It is probable that upon any list of the six greatest business papers of the world, the *Dry Goods Economist* would be included by at least five authorities in six.

"There was a time, as you know, when the ordinary 'store story' telling about a successful department in general terms, was appreciated by our readers. That time, if it is not over, is at least passing. People in the retail field today are much better educated in their business than they were not so long ago. When they want information, they want INFORMATION. In other words, they want something definite, specific, and practical.

"It may be simply an improved method of handling bolts of goods in the fabric department; it may be a new and better method of trying on dresses, hanging them on the racks, and things of that sort.

"These of course are for the trivial items. For the more important articles, the matter of systems is becoming increasingly important. Retailing today is to a very large extent a matter of figures. The mechanics of merchandising have to a very large degree supplemented the element of personal judgment on the buyers' part.

"Secondly, the type of article we are looking for will treat the buyers' problems and the merchandise managers' problems more broadly and perhaps more technically than they have done in the past.

"The type of article we are looking for is harder to get than the older type. For one thing, unless a writer has very close contact with a store and has the management's confidence, he is not going to get very far with the necessary facts and figures. Consequently, it is almost essential that the writer have a more thorough grasp of retailing problems and retailing methods than the average free-lance writer has. I find myself rejecting today perhaps nineteen out of every twenty manuscripts simply because the writers do not know the workings of a store. I don't know how that situation can be overcome, but we are for one thing try-

ing to interest more people in the retail field to write for us and we are having some success with this."

There is an insistent demand for business material which penetrates the superficial to the essential, and goes into details respecting it. The competent business writer may be described, indeed, as a man who can do this.

ONE of the business publishing developments of 1929, thinks J. E. Bullard, president of the National Association of Business Writers, will be launching of a number of new business papers in the wholesale field. He points to the important place distribution now occupies, as a problem, in American economics, and the opportunity therein for the business writer. He says—

"Our producing capacity has been developed faster than the distributing capacity, and in the coming years the main effort must be directed to increase the efficiency of distribution.

"Business papers will have to play a very important part in this. Those writers who have given attention to and can write authoritatively on distribution methods should find a demand for their output it is going to be hard to fill. At the same time, business papers in all other fields are likely to demand more and better articles. The immediate picture surely looks very bright for the business article writer."

"Competition among the magazines for reader interest is becoming tremendous," commented Myron S. Blumenthal, manager of the Universal Trade Press Syndicate, a news-gathering service in the business field.

"If a publication is to be read, it must present good stories—and if an editor is to have good stories, he must pay good rates for them.

"Do conditions seem to indicate that the successful business paper writer of the future must be pretty much of a specialist? Indeed they do, but, fortunately, if the successful correspondent for *Dry Goods Economist*, *Boot and Shoe Recorder*, and other similar publications, must be a merchandising specialist, he has a wide variety of merchandising publications open to him, and a correspondent will do well to confine his activities to those papers and to leave dissimilar papers (papers devoted to the manufacturing side of the business, for example) to other writers."

A quotation from a letter from Treve Collins, editor of *Plumbers and Heating Contractors' Trade Journal*, and *Wholesaler and Salesman*, evidences the pronounced picture trend. He says—

"I am looking to cut down the number of pages, rather than add to them. I am insisting that my articles be shorter. If you look at my pages, you'll find that at least one-third and sometimes one-half to two-thirds of feature-space goes into illustrations.

"And you know the reason: the radio, the movies, the autos, and this or that or the other thing, have cut down the time a man is willing to devote to reading his trade paper.

"In fact, I'd run a pictorial tabloid if the nature of our material and the type of pictures available permitted it."

And Martin J. Koitzsch, managing editor of *Commercial Car Journal*, Chestnut and Fifty-sixth Street, Philadelphia, Pa., remarked of his magazine: "Note the emphasis we have placed on the value of illustrations, and the almost painful brevity of text. Brevity will be our chief aim."

The qualified professional writer takes changes as inevitable; he ascertains, and adapts his policies and methods to them. None of the changes now in progress in the business field are to be rated as unfavorable. The feeling that group publishing may be inimical to the free-lance is found, but to date has little verification in occurrence. The general outlook for 1929 is one of exceptional opportunity for the competent and the enterprising.

1929 MARKET FOR MAGAZINE ARTICLES

"I AM making \$8000 to \$12,000 a year," a Western writer of magazine articles related to THE AUTHOR & JOURNALIST. He sent the editors an itemized statement of his past month's receipts. The total exceeded \$800.

Included was \$300 from one publication alone—*Popular Mechanics*. One credit for \$125 was for an article of 100 words with four photographs. Another feature was paid for at proportionate rates. Smaller stuff made up the balance.

L. K. Weber, of *Popular Mechanics*, wrote THE AUTHOR & JOURNALIST that such rates not only were paid by him, but, on occasions, were exceeded.

The incident is typical. There are big

writing incomes to be made in the field of general magazine articles. Successful writers have contacts with editors which are very close. They seldom prepare an article unless one or more important markets have definitely indicated interest in it; many times, an outright order has been received.

The writer of articles which bring high prices must expect to put in considerable research work upon them. One of the *Saturday Evening Post* editors, for example, told a member of THE AUTHOR & JOURNALIST staff in Philadelphia a few months ago of the time which Albert W. Atwood, known for his financial articles, devotes to investigation. The gathering of material for a single article may take six weeks of solid work; even more.

The query letter is used extensively in this general field.

A writer has an idea that a certain subject would make a valuable article for a certain magazine—better still, any one of several magazines. He outlines it, putting into few sentences not a sample of his material, but the essence of it. He asks for instructions, if the story is desired.

A "system" actually develops. He sends out enough queries to get the amount of ordered or encouraged work he can handle in combination with work for markets he knows well enough to shoot at without queries.

In 1929, the aviation magazines are prominent on the list of markets for articles. Moreover, aviation itself, as a subject, is much with us. The field of magazine articles is practically as broad as the field of magazines themselves. Even many all-fiction magazines use "shorts" or "fillers."

The opportunities in article writing have been steadily increasing for a dozen years; the trend continues unabated in 1929. Of those who succeed in outstanding ways, AUTHOR & JOURNALIST observation shows, all make it a policy to keep in very close touch with markets on one hand, and sources of material on the other. They give editors the subjects they want, prepared to their liking.

Church and Sunday School Publications. There is no material change in this general field. The number of these publications, and their size, remains very constant. Most of the fiction used, except serials, is not more than 2500 words. A great deal of brief article material is purchased which affords a good opportunity for beginners. This

field, indeed, has bought the first work of innumerable writers. Rates continue low, the great bulk of material being purchased at not above ½ cent a word. As various cases known to THE AUTHOR & JOURNALIST reveal, an occasional contributor in this field may, by meeting the needs of a publication in superlative degree, win a regular market for considerable material at an increased rate.

Outdoor Publications. These magazines for years have not been the literary market one might expect from their excellence, due to the large amount of material offered them for little or nothing. They are buyers, but, as a group, the market condition, which is to be stated as difficult, is not satisfactory for the free-lance.

Farm Papers. A handful of "Nationals" in this field are paying 1 cent a word or better. One magazine in particular, *The Country Gentleman*, pays high rates; but the great majority pay not to exceed ½ cent a word, and this on publication. The farm-paper market has a tendency to improve, although the general condition is one of offered manuscripts in abundant supply. There are numerous opportunities for occasional sales of specialized material, such as "kinks," household stuff, mother-and-baby articles, and "how to" articles. The consumption of editorial material is very seasonal. When the farm-

er is busiest with crops, the farm papers are thinnest. The keen market usually begins early in the fall and continues through the mid-winter or a little later. How lively it is depends largely on business conditions in agriculture, affecting advertising volume. A detailed study of farm-paper markets, by Charles H. Chesley, a writer who has specialized in this field for many years, will appear in an early issue of THE AUTHOR & JOURNALIST.

Newspapers. Breaking into print, newspapers are the easy route for thousands. Local weeklies first, then small dailies, then larger metropolitan dailies, variously are receptive. Even in small communities, news and news features originate. The compensation ranges from a small honorarium, perhaps a subscription only, or a space rate of \$1 a column, to the \$8 to \$12 a column of metropolitan newspapers, and the occasional much higher rates paid by the latter for much-wanted "stories." There are scores of city dailies which have Sunday feature sections which can be "made" with appropriate material. Rotogravure sections offer a growing market for photographs. Newspapers hold many prize contests. As a market for the free-lance, reports to THE AUTHOR & JOURNALIST indicate that newspapers have a tendency to offer more from year to year.



The 1929 Fiction Market—An Agent's Viewpoint

BY AUGUST LENNIGER



AUGUST LENNIGER

SPEAKING generally, the fast tempo of present-day American life will continue to reflect itself in fiction in 1929. Writers will find editorial favor if they bear in mind that the average American reader prefers stories of contemporary life.

In the Western-adventure field a severe shaking-up seems to be in progress, doing much toward stabilization of the market, and the general improvement of the Western story. The synthetic blood-and-thunder, rustler, bandit, box-canon yarn is being looked upon very much askance in

editorial circles. The Western magazines are demanding more convincingness and originality in plot construction every day, and they are insisting upon *real stories*.

I have heard rumors, well substantiated by analyses of magazine newsstand sales, to the effect that the air story is causing heavy sales losses to the Western action magazines, that readers who used to worship the two-gun cow poke are turning their eyes to the sky. That there is much food for thought in this rumor for Western-story writers is proved by the large number of air yarns which are appearing in magazines formerly devoted almost exclusively to Westerns. It is another manifestation of modernism in fiction. The magazine world is in a constant state of transition and the writer who would hold his popularity must not only

keep abreast of the times, but should anticipate editorial preferences.

Specialization will continue in the all-fiction field, and the businesslike writer will carefully consider the possible market for his work before writing a line. Constant study of his markets will be necessary, if he desires the maximum percentage of sales.

The modern style of fiction leans toward simplicity, like all modernism. The tempo is accelerated; characters are indelibly etched in vivid word pictures. There is little, if any, demand for the leisurely, verbose, stylistic story that takes several thousand words to get under way. Modern readers demand immediate action. They want to read *stories* rather than fine compositions.

For the writer who considers his profession in a businesslike way, and who is ready

to supply magazine needs, there are unlimited possibilities in the present market. But he should bear in mind that contemporary American magazine fiction must be predominantly happy in tone in keeping with our unprecedented happiness and prosperity as a nation. And with the coming of the movietone, there should be greater opportunities for worthwhile fiction of a truly artistic nature, for with the talking films the slapstick "action" story is passing out of the motion-picture field, slowly but inevitably. It will have its effect upon the fiction field. Heroes who win by their wits, rather than their physical brawn, will find favor. *Ideas* will be recognized. But through all this, the airplane speed of the era will set the tempo.

"Be modern!" is perhaps the best advice for those who seek favor in today's magazine world.



Literary Market Conditions

BY WILLIAM DAVID BALL

Editor—Palmer Institute of Authorship

NEVER before has there been such a variety of markets for the writer to aim at; never before has editorial competition been so keen for good stories.

The "air" story is more in demand than any other one type. Not only has a score of "pulp paper" magazines sprung up overnight to feature aviation, but the better magazines favor the story with a "flying" background. This type will probably be exceedingly popular for another year, at least.

It is certain that the public is demanding more fiction of all kinds. The motion picture and the radio, both scheduled at one time to put the fiction writer out of business, have failed to do so. The "talkies"

and television are not going to revolutionize the world of entertainment, but will find their proper places in the scheme of things. The writer need not worry about the steadiness of his market.

But remember this: Competition is keen also among the writers. The public is demanding not only more fiction, but better fiction. The average good story published ten years ago would not be salable now. It is not enough for the writer to master the methods of Poe and de Maupassant. He must know the technique of *today*.

And he should take special pains to acquire that technique—no matter how or where he gets it!



EDITORIAL

(Continued from Page 4)

effort from the first word to the last, and of imbuing the characters with life, not merely understanding and analyzing them. A novel with holes in it is seldom read to the end; and while a constant succession of dramatic incidents is out of place in a novel, and there may be pages the flabby-

minded will find too serious, a vastly different thing is the sudden drop, which is nothing more nor less than an unavoidable mental lapse on the part of the author. . . . To hold up. To give life. These are two of the essentials, although by no means all, of the complete novel. Without them the writer produces a long book, interesting in a degree if well written, but nothing more."



Modern Trends in Literary Style

BY THOMAS H. UZZELL

Former Fiction Editor of Collier's; Author of "Narrative Technique"

ONE of the worst short-story manuscripts I think I have ever seen now lies on my desk before me. It is so very bad that it has for me a certain morbid fascination. It has made me vastly curious to know how any author could write so badly as the author of this manuscript has, especially when I know that he is a little over thirty years old, has had a good education, went through the world war without a scratch, and has had considerable experience in writing for non-fiction publications.

Let me quote from this manuscript. In the opening, when the hero first meets the heroine and falls for her, we are told that "he foundered in the sea-blue of her eyes." When he looks at her gown, we are told that "blue, gold and green conspired against him and he was crushed in delicious defeat."

As this inner cataclysm proceeds, we are told that he is "sunk in a vapor bath of bliss" and that "enchantment had robbed him of memory." We learn that "there was something inscrutable about her slow smile." And again, we are told that "blue, gold and green were conspiring again in a commingled chaos the disembodied spirit of which vibrated in the perfume that was implicit in her" and that "he lost himself in the fragrant glory that was her hair. A honey-colored tendril fluttered with his breath."

Human commotion such as this was bound to result in a fight with a rival, and we learn: "For answer Craig crashed over a swing that caught him on the side of his face. The shock of bone against fist ignited a white hot spark in the magazine of Craig's brain."

Having thus ground up the bones of the villain, our hero is of course rewarded by a clinch with the heroine, thus: "She raised her face in the half-light. Her fragrance burned his cheek. 'Poor boy', she whispered. 'Of course I forgive you.' The words seeped

into his parched heart like a benediction. 'Edith!' Ecstasy filmed his eyes as he drew her to his breast and kissed her."

How can an author get this way? I can tell you because I have had a talk with this author and he has been candid enough to tell me (and incidentally to give me permission to use these quotations from his manuscript). He confesses that he thought he would save himself a lot of hard labor by turning to some published stories he had read and lifting from them phrases that seemed to him most effective, and dropping them into his own story!

The horrible secret is out. He tried to make another author work for him. In doing so, he made two errors: first, no laborer in the literary vineyard can get another to do his work for him; and, secondly, if you must steal, you should be skillful enough to pick up a few diamond earrings instead of a bucket of trash.

THE myriad works of authors whose productions have not yet met with editorial favor are littered up and down with stereotyped expressions—cliches that are the sure mark of the beginner. The hero is "torn by conflicting emotions"; in a crucial moment something always "snaps in his brain"; his "knuckles turned white" as he grasped the table before him in agony; and when the author feels that his dramatic scene is getting too much for him, he invariably tells us that "the scene was indescribable" and lets it go at that.

Millions of heroes in beginners' manuscript, on beholding the heroine, "get an electric thrill" or spark, or detonation or something such, and millions of heroines, looking at the hero fondly for the first time, are seized with an "inexplicable desire to run their fingers through his curly brown locks."

Don't misunderstand me. I do not claim that such statements are untrue to life; they probably occur in manuscripts as often as they do because they *are* true to life. The case against them is that they are threadbare expressions, that they give indisputable proof that the writer who uses them is creating nothing and has capitulated to a lazy form of thinking which is almost certain to be his undoing.

CERTAINLY, the hardest lesson any writer faces is to learn to be himself. I have before me an article written by a student studying the essay. His opening sentence is this: "One evening last winter, as I was about to devote myself to a session of reading and speculation, I was summoned to the bedside of a sick man." The *thought*, without the trimmings in style, which the writer admitted he wished to express was this: "One evening last winter while I was reading the newspaper after dinner the telephone rang. It was a call from Mrs. Denleigh asking me to come over and see Jan Davis who was sick."

Here is another quotation from this essay: "I wanted to find some utterance in myself that would bring him comfort." The *sense* this sentence intended to convey was: "I tried to say something to cheer him up."

Lastly, I came upon this: "He was a clown and a demagogue; and his applause came from the gutters of the streets." Now this sentence was fair enough except for the "of the streets." Most of us know that gutters are found in streets—why waste words? The reason given here was rhythm! The sentence does not scan smoothly without an anapestic foot after "gutters."

The writer of these false sentences also admitted that he was imitating writers he had read. In this case the author imitated was Stevenson. The world for a quarter of a century has been populated with writers who are less than they might be because they are trying to be Robert Louis Stevenson rather than themselves.

The most noticeable case I can think of today is Christopher Morley, of whose books everyone has heard. I have before me an essay of his in which occur close together the following three sentences:

1. "There is no trade that requires, of those who are really ambitious, a more *curious* and complex fund of information, sophistry and rumor."

2. "Making any reasonable judgment of a literary item is a *curiously* delicate affair."

3. "I wonder if you realize how *curiously* interesting, to the amateur psychologist, is the situation of the bookseller." (Italics mine.)

The turn of phrase here and the word "curious" itself are echoes straight from the pages of Robert Louis Stevenson, and I understand that Mr. Morley has reluctantly admitted in print that Robert Louis Stevenson is his literary god.

You may now say that if you could write a best-seller as Morley has you would not worry at being accused of being a stylistic imitator. The answer to this is that Morley's "Thunder on the Left" attained the sale it did not because of his style but because of the sentimentality of his story. Also, I am certain that I am not alone in believing that Morley faces a handicap in his imitations whose force he will feel more and more as the years advance.

I am convinced that the chief reason for this tendency to imitate the style of others is due to the very human habit of trying to avoid hard labor. The creative process is a complex of thinking and feeling. If the expression of feeling be sincere, such expression is far more difficult than mere thinking. With us writers there is always a haunting thought that maybe some day we will find a way to write with power and beauty by following some intellectual formula. We are like the old lady who felt that surely someone could give her a recipe for writing a successful novel because there were only a certain number of words in the dictionary and only a certain number of ways of putting them together!

Even editors who should know better fall into the same error of thinking that successful authorship is a matter of being as great or as good as some other writer. The editor of one of the leading business publications in the country asked me recently:

"Why don't we have a Rudyard Kipling in this country? I'd gladly give \$500 apiece for every story I could get like Kipling's and as good as his average."

My answer obviously was to inquire why one Kipling was not enough and to suggest further that if we saw one developing it would be our duty as teachers and editors to suppress him as quickly as possible. It would be hard to imagine anything farther from the spirit that pervades Kipling's fic-

tion than the spirit that pervades Americans today.

A FEW years ago, New York was flooded with imitations of O. Henry and only since a decade has passed after his death has the stream of fiction entering New York no longer been tainted with the taste of O. Henry's trick endings. In the past ten years, in my opinion, more lives of human beings in stories have been falsified and ruined because of the effort to try and be like O. Henry than for any other one reason.

Burges Johnson, an instructor in composition in Vassar College, once gave in the *Authors' League Bulletin* his advice to young writers for obtaining a sound English style:

"Study English style without any teacher other than the librarian in your town. Keep reading the old masters of English style. Do not leave out Bunyan and Defoe, and the stately old fellows of an even earlier day . . . the contributors to the decent magazines today, who count for anything at all, whose editors clamor for more of their stuff, went to that school."

Advice like this is misleading and vicious. When students have attained their maturity, it is certainly time for them to turn their backs on libraries and classics as sources of inspiration and face directly the life ahead of them and the sensations of their own bodies and the thoughts permeating their own minds. If acquaintance with libraries and books was the best source of a sound style, our professors would be our best creative writers, but so far as I know, there are only a half-dozen or so professors of composition who, in our time, have managed to make even a fair reputation as fictionists.

The tendency of pedagogues and literary minds is to confuse reading with writing. The pleasures of reading are possible to anyone who has a book and the time to sit down and look at it, whereas the pleasures of success from creative effort require a much more aggressive and heroic effort. Reading is a passive, writing, an aggressive, act. Readers read; writers live and work.

There probably never has been a single short story to earn as much fame as that of "*Boule de Suif*," the first sensational success of Maupassant. It took literary France

by storm and began at a bound for its author one of the most sensational careers in story writing the world has known. What was the chief secret of the success of this story? Its complete sincerity. Speaking of this great achievement and this triumph of truth, the French critic, T. de Banville, wrote to the young author: "*La condition unique de l'art etre sincere, il n'y a pas d'autre règle.*"

Writing is an arduous spiritual and intellectual task, only to be achieved by patient and deliberate labour and much daring.

Take Sidney's maxim: "Look in thy heart and write." He that writes to himself writes to an external public. That statement only is fit to be made public which you have come at in attempting to satisfy your own curiosity. The writer who takes his subject from his ear and not from his heart should know that he has lost as much as he seems to have gained, and when the empty book has gathered all its praise, and half the people say,—"what poetry! what genius!" it still needs fuel to make fire. . . . There is no luck in literary reputation.

FIFTY years ago the advice I am offering here would not have been as important as it is today. The reason for this was brilliantly expressed in an unsigned book review appearing in the *New York Times* and makes an excellent conclusion for this little chat:

"Rhetoric is vain and adornment an insult. Our minds, to use the strong vernacular phrase, are up against blood and hunger, injustice and reaction. A new prose is arising day by day. This prose seeks to rip the veils woven by inner and outer censorships, to pursue reality to its last hiding place and set it shivering in the tonic winds. Its practitioners are artists, too, and often conscious artists. But stylistic technique is only their means to the end of expression, and expression itself a weapon rather than a decoration. They are too busy to shift bits of mosaic or carve fragments of ivory. Their sentences draw impact from thought and felicity from the breaking through of the savor of things. They remember with Remy de Gourmont that 'works well thought out are invariably well written,' and spend more time classifying their minds than pondering words."

Getting Orders for Work

BY EDWARD MOTT WOOLLEY

Author of "Free-Lancing for Forty Magazines," "Writing for Real Money," and Articles for Many Leading Magazines.



EDWARD MOTT WOOLLEY

THE folly of writing blindly for hidden markets ought to be self-evident, yet most of us have done it and many are doing it now. The beginner must do more or less of it, to get his start, and every writer finds himself at times gravitating back to this hopeless, uneconomic, damnable thing.

To keep away from this killing, soul-destroying handicap is always a major problem.

I went through all that, until my self-respect—already scarred and torn—rose in final rebellion. I resolved to overcome this resistance, or else give up writing, forever, and find a vocation in which I could claim equality with those I dealt with.

I do not know of any other vocation in which goods or services are marketed in this one-sided, groveling fashion. There is no other calling, I am sure, where goods are offered with so much humility—and often goods of quality, too. I don't know of any other market where the printed slip is in vogue in place of a letter, or where the seller is encouraged to create his merchandise and show it, without receiving any real specifications or any adequate knowledge of conditions within that market itself.

Yet to a certain extent, all this is inherent in the market for manuscripts. Some of these difficulties can never be eradicated, because on the writing side there is a tremendous over-supply, and on the publishing side a heavily restricted outlet. As long as

men and women in such numbers are willing to crowd the already overcrowded field of writing, and of fiction-writing especially, many of them will have to accept its hard conditions.

Nevertheless, those who make a determined and carefully planned effort to beat the odds in this mighty game will find it an interesting experiment at least. And if after one year of such experiment the results are not sufficiently encouraging, I should say *quit*. Quit the writing vocation and take up some calling that offers a definite, fairly paid return for services.

Specialization in some field of writing, or in some group of fields, is one of the main secrets in securing ordered work; and of course ordered work—both fiction and special articles—is the only condition under which the average writer can live. I am not speaking of writers who belong to the privileged or protected classes. The woman with an income from other sources, for instance, need not trouble herself necessarily over the fact that most magazines cannot possibly publish even one or two per cent of the voluntary offerings they receive.

SPECIALIZATION alone, however, will not accomplish the desideratum. It must be accompanied by a selling campaign on the part of the writer. Not any peddling of manuscripts, but a continuous offering of *ideas* in one's chosen field, together with the pushing of one's self into the picture, steadily, persistently, so the editors will come to recognize given writers as authorities and capable workers.

It is the writer's ability in any line of work that gives the editor confidence, and even makes the editor the solicitant.

For years I scattered my themes in a distressing way, spreading myself over numer-

ous branches of fiction and special articles, and it was not until I chose a well-defined master theme, and went after the editors on that basis, that orders flowed in upon me.

This theme I called "The Income Struggle," which was broad enough to hold fiction and descriptive work, and sufficiently elastic to cover the depiction of human life from many aspects. Even the love story itself, when given a certain twist, came into my scheme, because *income* underlies marriage and the family.

On this general idea I set about getting work ordered, in accordance with a plan I shall explain presently—a procedure that brought me a huge aggregate of work, over the years, from many periodicals. These included *The Saturday Evening Post*, *Collier's*, *McClure's*, *The American*, *Red Book*, *Blue Book*, *Everybody's*, *World's Work*, *Hearst's*, *Good Housekeeping*, *Scribner's*, *Popular Science*, and half a hundred other periodicals, syndicates, and outlets in general.

My themes dealt with the psychology of human contacts, with sociology, practical philosophy, with the congestion of population, and all the other elements entering into the vast personal competition of individuals and families for existence and preferment. Heredity, ignorance, circumstance, education.

All these factors worked into different sub-themes—salesmanship, for example, both fiction and otherwise. And salesmanship stories were elastic; they might at the same time be marriage stories, or travel stories, or almost anything.

Thus specialization, if handled with the imagination that comes from a study of life, is not the monotonous thing some people think. If a writer specializes in travel stories, say, he will still have the salesmanship story to fall back upon, as a sub-theme within his master-theme.

Yet so far as the editor is concerned, *travel* is the specialty that centers his attraction upon some particular writer. Or if not travel, then marriage, health, science, farm life, the slums, the desert, mountains, ocean, the sky, railroading, motoring. The boundaries of specialization are limitless, but each form of specialization may reach out and gather to itself that universal, uncopied, immensely rich material known as *life*.

I let myself be known as a specialist in "The Income Struggle," and then proceeded

to use all the forms of human life I could consistently crowd into my work. But aside from my master-theme, I found it possible to take frequent excursions into pure romance in the form of books, long serials, and short-stories; and into juvenile stories and books; into mystery and crime; into biology, and into other forms of expression or depiction with which a writer may occupy or amuse himself. It was often my acquaintance with the editors—acquired in establishing my specialty—that secured me orders for this other work.

Nor should I omit advertising writing from this list, for many vivid adventures with advertising, scattered through my writing years, came about as a result of all the rest.

NOW let me revert briefly to the procedures I undertook at the time my resolution was taken to secure ordered work, or quit writing altogether.

Up to that time I had been sending out manuscripts, blindly. Now I began trying the suggestion sheet—usually a single page—bearing the idea for an article. Afterward I sent out fiction suggestions in the same way. These proposals were worked out briefly, yet in sufficient detail to arouse curiosity in case any possible market existed.

These sheets called for no answer unless the editor really felt the impulse, and thus the slap of the impersonal printed slip was eliminated. If the editor was not interested he simply kept off and let me alone, and after a reasonable time I offered the idea elsewhere.

For quite a time the editors did keep off, with a seemingly ironical unanimity, and discouragements piled up. Only the possession of a little money derived from the sale of my home enabled me to persist in my purpose to spend a final year in this experiment before making a bonfire of all my unpublished work, and getting another newspaper job, or something else.

Meanwhile my researches into potential subjects opened up new ideas, and presently things began to happen. The editors slowly recognized my field as an interesting one, and commenced to send for me; and when this wedge finally got to working, many spectacular things occurred—spectacular to me at least, after my fool competition with a concealed market.

NOT that my troubles were all ended. Far from it. It is one thing to have markets, and another thing to satisfy them. At least, some ninety per cent of my work was published during a good many strenuous years, but sometimes differences arose; and often to please not only the editor but the powers above him, prohibitive rewriting had to be done. Then editors were changing continually, and new editors do not always recognize the arrangements of the old ones.

Book publishers indulged in long delays at times, and royalties did not always accrue as expected. Literature, or whatever you choose to call it, is an unstable product at best. But of course money is not the dynamo that *makes* a man or woman write.

Except in the case of books, I never asked for formal contracts, but was content with letters or even the editor's verbal order. And not often has an order been questioned afterward except where a change of editors occurred.

Checks and Rejections

IN THIS DEPARTMENT, LETTERS BEARING ON SUBJECTS OF IMPORTANCE OR INTEREST, FROM THE STANDPOINT OF WRITERS AND EDITORS, WILL BE PUBLISHED. ANONYMOUS COMMUNICATIONS NOT CONSIDERED.

Canadian authors, as well as several in the United States, took special umbrage at certain portions of R. Jere Black's article in the December A. & J. So many letters have been received on the controversial subject raised that only a small part of them can be published. This month we are giving preference to extracts from letters giving the Canadian viewpoint.

To the Editor:

There are a couple of points which should be cleared up for Brother R. Jere Black, Jr., who wrote "British Magazines for British Authors," in December A. & J.

But I'm afraid the writer of that article has a distorted conception of the Canadian field. It is, alas, sadly and hopelessly inadequate to absorb a very small fraction of Canadian literature. The wonder is, indeed, that a writer would concede that there is such a thing as a Canadian market. He mentions in all four Canadian magazines. Only one of these, the first, is open to ordinary fiction material, even to Canadians. And there is really only one other, *Maclean's*, which has anything that might be considered a market for the hopeful writer. This latter does buy foreign material, including American. The last mentioned by Mr. Black, *Canadian Stories*, went the way of many another brave but ill-advised effort to buck the overwhelming United States publications that swamp Canadian stands. It died a six months' infant. But surely a man of Mr. Black's reputation would not offer his wares for one-quarter of a cent per word!

What very few Canadian magazines there are are buried fifty to one beneath United States publications on the stands. Many of these stands have

never carried *Canadian Magazine*, the oldest magazine in Canada. Which way is the discrimination here? We Canadian writers are obliged to stand by and watch our own consumers devour your American magazines in a fifty to one proportion, while I venture to say that in all the glorious United States there are not a dozen stands where a single Canadian magazine is featured. Can you wonder that what few there are cater to the land which gives them sustenance? And by the same token can you in all fairness begrudge the few odd bones that are thrown out to Canadians in return for the millions of dollars spent by Canadians for United States publications? *Saturday Evening Post* alone has a Canadian circulation of 126,000, and *Ladies' Home Journal* is a close second with 124,000. Others follow in enormous numbers, all hopelessly outbidding every Canadian magazine except the two major publications, *MacLean's* and *Canadian*.

I sincerely hope that there are not many writers in the United States who look with envious eyes on the few meager bones that are to be picked in reserve for Canadian natives.

Sincerely yours,
EDMUND E. PUGSLEY.

Vancouver, B. C.

Dear Editor:

As a subscriber to your magazine, I would like to answer the article, "British Magazines for British Authors."

I know nothing about British magazines and editors, so will pass over Mr. Black's remarks about them to the latter paragraphs.

First, Canada has only six fiction magazines of any importance.

MacLean's Magazine, Toronto, does demand stories by Canadian authors, but that is its "line"—to be a national magazine. Its circulation outside of Canada is practically nil, as is the case with all the other Canadian magazines and papers.

The Western Home Monthly of Winnipeg has recently published stories by Sophie Kerr, James Oliver Curwood, and one by a lady in New Orleans, whose name I cannot recall.

In the last year the *Canadian Home Journal*, Toronto, has featured Fannie Hurst, Octavus Roy Cohen, O. Henry, and other American authors.

Mr. Black mentions the *Canadian Countryman*, but I just noticed in the November issue of a writer's magazine that the issue of June 23rd carried a story by Amelia B. Applegate of Washington, D. C. This magazine publishes only one story an issue!

In accepting a story of mine, the editor of one magazine regretted that they were unable to pay more, but the offerings from American syndicates were so good and varied, and so cheap, that they could only pay me at the same rate. I may add that over 75 per cent of the stories and articles appearing in this magazine are from the American syndicates.

The Family Herald and Weekly Star of Montreal, acknowledged as the greatest farm journal of the Dominion, usually has four stories each week, two by Canadian authors and two by Americans.

I can give, on request, a lengthy list of Americans who have contributed to Canadian periodicals, aside from the better-known writers whose names are familiar to all of us.

Nearly every Canadian newspaper in its weekly magazine section features the more prominent American authors, often less than fifty per cent of their stories and articles being by Canadian writers.

These papers and magazines do not circulate outside of Canada, save the odd subscription now and again to some Canadian living abroad.

On the other hand, these American magazines which are abused for accepting an occasional story by a Canadian have a tremendous circulation in Canada. On every newsstand more than half of the magazines are American ones. Do you ever see a Canadian magazine on an American newsstand?

Mr. Black is absolutely correct in saying that the Canadians would never have awarded such a prize as that given by the *Atlantic Monthly* to an American—there are no prize contests for books in Canada, never have been to my knowledge. The majority of Canadian book publishers either publish Canadian textbooks or are merely branch offices of some large American concern, to whom they forward anything worthy of consideration.

So, considering that the American editors are

counting on the circulation of their magazines and books in Canada, it is hardly to be wondered at that they will now and again buy a story or book by a Canadian. And I have never heard of any Canadian author raving because the Canadian magazines and papers are accepting contributions from Americans. They evidently agree that when their work is superior to other offerings, the editors will accept it.

Considering the interchange of talent between the two countries, the Americans in positions here, the Canadians there, why can't we be friendly and just and cease this futile bickering that only causes hard feelings and doesn't get us anywhere? Surely we are all agreed to let the best man win!

Very sincerely,

GRACE C. SCHIERHOLTZ.

Herbert, Sask., Canada.

Dear Mr. Hawkins:

In reading the December issue of *THE AUTHOR & JOURNALIST* I became quite interested in the article, "British Magazines for British Authors," and it appears to me that the author has taken rather a "black" view of the matter.

I checked up the excerpt from the September issue on *Britannia* and found that the most important part of the notice had been omitted, viz: "This paper is going to reflect the new spirit of England—the business England of today." How much do American writers know about the "new spirit of England"? I rather think it quite decent of the British editors to be so point-blank, for it saves the writer quite a bit in postage.

I can readily appreciate the British editors' feeling. Only a month or so ago I read a story by an American writer set in Europe in which the author's characters addressed a Dowager Queen as "Your Highness." The *London Times* does not do it. Alexandra was mentioned as "Her Majesty" when writing of her death. Just such little technicalities frequently bar American writers from English papers.

In other words, British editors want writers who know their "onions," and being a Bermudian, I know something of onions—"one will clear the head and two will clear the room."

But, comes the question, how about British writing for American magazines? Well, it is much easier to please the populace in America, because the whole world is represented, the tastes are so varied. In England there is only the Englishman to consider, and to my mind that makes quite some difference.

Yours very truly,

PHOEBE JAMES.

Buffalo, N. Y.

More letters on this and other fascinating subjects will appear in this department next month.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST FOR LITERARY WORKERS

PUBLISHED QUARTERLY AS AN INTEGRAL PART OF THE AUTHOR & JOURNALIST
MARCH, 1929

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q, quarterly, etc. Preferred word limits are indicated by numbers. Acc. indicates payment on acceptance; Pub., payment on publication. First-class rates, around 5 cents a word; good rates, 1 cent or better; fair rates, 1/2 to 1 cent; low rates, under 1/2 cent. Ind. indicates indefinite rates. Inc. indicates data incomplete. The editor's name is given last before the word rates. In the majority of cases the release of book, motion-picture, and other rights is a matter of special arrangement, so this information is not included. In general, the better-paying magazines are generous in the matter of releasing supplementary rights to the authors.

LIST A

General periodicals, standard, literary, household, popular, and non-technical, which ordinarily pay on acceptance at rates of 1 cent a word or better.

Aces, 271 Madison Ave., New York. (M-20) War-air novelettes 30,000. J. B. Kelly. 1c up, Acc.

Acc-High, 80 Lafayette St., New York. (2M-20) Western adventure, sport, short-stories 3500 to 7500, novelettes 35,000, serials 65,000. W. M. Clayton. H. A. McComas. 2c up, Acc.

Action Novels, 271 Madison Ave., New York. (Bi-M-20) Action, adventure novelettes 12,000 to 16,000; strong Westerns up to 20,000. J. B. Kelly. 1c up, Acc.

Action Stories, 271 Madison Ave., New York. (M-20) Western and adventure short-stories 3000 to 6000; novelettes 10,000 to 25,000. J. B. Kelly. 1 1/2c up, Acc.

Adventure, Spring and Macdougall Sts., New York. (2M-25) Adventure, Western, sea, foreign short stories, novelettes up to 35,000, serials up to 100,000; fillers up to 1000, verse up to 100 lines. Anthony M. Rud. 2c to 10c, verse 50c line up, Acc.

Adventure Trails, 80 Lafayette St., New York. (M-20) adventure short-stories up to 8000, novelettes up to 15,000, novels up to 35,000, 3 or 4-part serials, thrilling air experience stories. W. M. Clayton; Casey Jones. 2c up, Acc.

Air Adventures, 80 Lafayette St., New York. (M) Air adventure short-stories, novelettes, serials up to 40,000; thrilling air experience stories. W. M. Clayton; Casey Jones. 2c up, Acc.

Air Stories, 271 Madison Ave., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 9000 to 12,000, serials 40,000 to 60,000, complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Air Trails, 79 7th Ave., New York. (M-20) Thrilling air short-stories 3000 to 7000, novelettes 10,000 to 25,000, occasional articles. Paul Chadwick. Good rates, Acc.

American Legion Monthly, Indianapolis, Ind. (M-25), Illustrated articles on or of interest to Legion members and rehabilitated veterans, 1500; short-stories, serials; occasional poems. J. T. Winterich. 2c up, Acc.

American Magazine, 250 Park Ave. New York. (M-25) Short-stories 4000 to 6000, serials, illustrated personality sketches 1000 to 2000; human-interest articles, stories of achievement. Monthly prize-letter contest. Occasional verse, Merle Crowell. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy-Allstory Weekly, 280 Broadway, New York. (W-10) Romantic, adventure, mystery humorous short-stories 2000 to 7000, novelettes up to 20,000 serials up to 80,000, verse, prose fillers up to 500. A. H. Bittner. 1 1/2c up, Acc.

Asia, 461 8th Ave., New York. (M-35) Illustrated articles, essays 1500 to 7000, personal life fact stories; exploration and true adventure; human-interest interpretation of Oriental, Russian, African life and thought; American-European relations with Orient; photos. L. D. Froelick. 1 1/2c up, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Comment, reviews, essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Stories, Robbinsdale, Minn. (M-25) War short-stories, 3000 to 10,000, novelettes 15,000, serials 45,000 to 60,000, ballad verse up to 32 lines. Roscoe Fawcett, Jack Smalley. 2c up, poetry 25c line, Acc.

Black Mask, 578 Madison Ave., New York. (M-20) Detective, also occasional Western, adventure, short-stories 5000 to 8000, novelettes 10,000 to 15,000. Joseph T. Shaw. Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M) Clean romantic, adventure short-stories, small-town background, 1000 to 3500. Wm. Fleming French. 1 1/2 to 5c, Acc.

Blue Book, 36 S. State St., Chicago. (M-25) Western, mystery, adventure short-stories, novelettes, novels. Monthly true-experience prize contests. Edwin Balmer; Donald Kennicott, associate. 2c up, Acc.

Bookman, The, 386 4th Ave., New York. (M-50) General and literary articles, essays, 1000 to 3500, distinctive short-stories 1000 to 5000. Seward Collins. Good rates, Acc. (Overstocked.)

Breezy Stories, 709 6th Ave., New York. (M-20) Sex short-stories, 2500 to 7000, novelettes 12,000 to 20,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

Brentano's Book Chat, 1 W. 47th St., New York. (M-25) Literary articles, essays, up to 2500. Bellamy Partridge. 2c, Acc.

Brief Stories, 49 E. 33d St., New York. (M-25) Human-interest short-stories, romantic appeal, melodramatic climax 2500 to 6000, serials. W. Adolphe Roberts. 1 1/2 to 2c, Acc.

Calgary Eye-Opener, Box 2068, Minneapolis. (M-25) Brief humorous stories, jokes, gags, up to 150, verse up to 6 verses, cartoons. Harvey Fawcett. \$1 to \$10 each, Acc.

Canadian Magazine, 345 Adelaide St., W., Toronto, Canada. (M-25) Personal interviews 4000, love, business short-stories 1500 to 6000. Canadian background. Joseph Lister Rutledge. 1c up, Acc.

Century Magazine, 353 4th Ave., New York. (M-50) Essays 2000 to 4000; serious, travel, literary articles 3000 to 6000; short-stories 4000 to 6000, verse; high literary standard. Hewitt H. Howland. Good rates, Acc.

Charm, 50 Bank St., Newark, New Jersey. (M-35) Articles of home interest to New Jersey women 1500 to 2000. Lucie D. Taussig. 2 1/2c up, Acc.

Children, The Parents' Magazine, 353 4th Ave., New York. (M-25) Health, child psychology, education articles 1000 to 3000, short-stories, verse, jokes. No juvenile material. 1c, Acc. Shortcuts in child raising 300, \$1 each.

Clues, 80 Lafayette, New York (2M-15) Detective and mystery short-stories 3000 to 6000, novelettes 25,000 to 35,000, serials 45,000 to 75,000. W. M. Clayton, Carl Happel. 2c up, Acc.

College Humor, 1050 N. La Salle St., Chicago. (M-35) Short-stories up to 8000, novelettes, serials, "salty" informative articles, sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, Acc. Jokes \$1.

College Life, 56 W. 45th St., New York. (M-25) Sophisticated short-stories, sex interest, collegiate background, 3500 to 5000, novelettes 10,000, short humor up to 100, collegiate informative articles up to 2000, humorous verse, jokes. N. L. Pines. 1c, verse 10c line, jokes 25c to 50c each, Acc.

Collier's, 250 Park Ave., New York. (W-5) Short-stories up to 8000, serials up to 60,000; articles, editorials. Wm. L. Chenerly. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Comfort, Augusta, Me. (M-5) Short-stories, articles, family interest, household miscellany. V. V. Detwiler. 1 to 3c, Acc.

Complete Detective Novel Magazine, 225 Varick St., New York. (M-25) Detective novels 60,000 to 75,000, true tales of detective work 1000 to 2500. B. A. McKinnon. 1c, Acc.

Complete Stories, 79 7th Ave., New York. (2M-20) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½c to 2c, Acc.

Cosmopolitan, 57th St. and 8th Ave., New York. (M-35) Short-stories 5000 to 7000, romantic, problem, unusual themes; articles, personal experiences, 4000 to 5000. Ray Long. First-class rates, Acc.

Cowboy Stories, 80 Lafayette St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 7500, novelettes 35,000, serials 65,000, fact items 200 to 400. W. M. Clayton. H. A. McComas. 2c up, Acc.

Cupid's Diary, 100 5th Ave., New York. (Bi-M-20) Romantic, sentimental love short-stories, girl's viewpoint 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000, love lyrics 8 to 16 lines. Clifford Dowdey. 1 to 2c, Acc.

D. A. C. News, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Dance Magazine, The, 1926 Broadway, New York. (M-35) Articles on any branch of musical show business, news slants important, 2500. Paul R. Milton. 2c, Acc.

Delineator, Spring and Macdougall Sts., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Looking for short-stories of merit from new writers. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective articles, short-stories, novelettes, serials. Howard V. Bloomfield. 1½c up, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Detective and mystery short-stories 1500 to 6000, novelettes 10,000 to 30,000, serials 36,000 to 80,000, articles on crime, etc., 300 to 2500. F. E. Blackwell. 2c up, Acc.

Dial, The, 152 W. 13th St., New York. (M-50) Short-stories, general articles, poetry; high literary standard. Miss Marianne Moore. 2c, Acc.; poems \$20 page.

Dream World, 1926 Broadway, New York. (M-25) First person short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Articles, short-stories 5000 to 10,000, serials up to 50,000. John Chapman Hilder. First-class rates, Acc. (Overstocked.)

Fame and Fortune, 79 7th Ave., New York. (M) Short-stories of business success, youthful appeal, 3000 to 5000. Ronald Oliphant. 1c, Acc.

Far West Stories, 79 7th Ave., New York. (M-20) Western short-stories 1500 to 6000, novelettes 10,000 to 30,000; 3 to 6-part serials, installments of 12,000; short articles 300 to 2500; verse. F. E. Blackwell. 2c up, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse, short-stories for boys and girls. F. W. Beckman, Mng. Ed. 1c up, Acc.

Fight Stories, 271 Madison Ave., New York. (M-20) Action stories of the prize ring, short-stories, novelettes, complete novels, serials. J. B. Kelly. 1c up, Acc.

Film Fun 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Curtis Mitchell. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 up, Acc.

Five Novels Monthly, 80 Lafayette St., New York. (M-25) Western, adventure, sport, detective, romantic novels 25,000. W. M. Clayton, I. L. Darby. 2c, Acc.

Flying Stories, 1926 Broadway, New York. (M) Love, adventure, mystery short-stories, aeronautical background 5000 to 10,000, serials 50,000 to 90,000. Walter E. Colby. 2c, Acc.

Forum, The, 441 Lexington Ave., New York. (M-40) Comment, essays, reviews, verse, short-stories 3000 to 5000, serials. Henry Goddard Leach. 2c up, Acc.

Fun Shop, The, 1475 Broadway, New York. Humorous department, supplied to daily newspapers; jokes, skits, verse, epigrams. Maxson Foxhall Judell. 25c to \$1 a line for verse; \$1 to \$10 per contribution for prose, Acc.

Frontier Stories, Garden City, New York. (M-20) Adventure, frontier-life, foreign short-stories 3000 to 8000, novelettes 15,000 to 25,000, novels up to 40,000; American heroes; occasional articles up to 3000, short fact articles up to 500, verse. H. E. Maule; Jefferson B. Cralle, associate. Good rates, Acc.

Ghost Stories, 1926 Broadway, New York. (M-25) Articles 1500 to 5000; short-stories 3000 to 7500, serials 40,000 to 60,000, preferably in first person, dealing with ghosts and the supernatural. 2c, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Articles on women's and household interests; short-stories, serials, verse. W. F. Bigelow. First-class rates, Acc.

Harper's Bazar, 56th St. and 8th Ave., New York. (M-50) Society and women's interests, short-stories, serials. Practically closed market. Charles Hanson Towne. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, controversial essays, short-stories, 4000 to 7000; serials up to 60,000; verse; high literary standard. Thomas B. Wells. First-class rates, Acc.

Heart Throbs, 1926 Broadway, New York. (M) Throbbing emotional short-stories, serials, first and third person. Elita Wilson. 2c, Acc.

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of special interest to South, women's and household interests, Southern personalities, short-stories, two or three-part stories, serials; humor, verse, children's stories. Martha Stipe. 1½c up, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household articles, short-stories 1500 to 6000, serials 30,000 to 40,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c, verse 50c line, Acc.

"I Confess," 100 5th Ave., New York. (M-15) Emotional confessional short-stories 2500 to 5000, serials 10,000 to 30,000. Elizabeth Sharp. 1 to 2c, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles on women's business and household interests; short-stories, serials, humor. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 271 Madison Ave., New York. (M-20) Cowboy short-stories 4000 to 6000, novels up to 25,000, serials 40,000 to 60,000. J. B. Kelly. 1c up, Acc.

Liberty, 237 Park Ave., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; timely human-interest articles. Sheppard Butler. First-class rates, Acc.

Life, 598 Madison Ave., New York. (W-10) Humor and satire in verse, skits, epigrams, sketches. R. E. Sherattine in verse, skits, epigrams, sketches. Tabloid short-stories up to 700. Norman Anthony. First-class rates, jokes up to \$5, Acc.

Live Girl Stories, 79 7th Ave., New York. (M-20) Clean adventure, achievement, love stories, with girl lead, 4000 to 8000, novelettes 10,000, serials 40,000 to 50,000; verse 10 to 25 lines. 1 to 2c, Acc.

Love Affairs, Robbinsdale, Minn. (M-25) First-person courtship and marriage short-stories, first-person detective short-stories with strong love interest 5000 to 10,000, articles on social problems. Sally O'Day. 2c, Acc.

Love Romances, 271 Madison Ave., New York. (M-20) Strongly plotted, human love stories 3000 to 6000, novelettes 10,000 to 12,000, serials 40,000 to 60,000. J. B. Kelly; Harriet A. Bradfield, Mng. Ed. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 2500 to 6000, novelettes 10,000, 2 to 6-part serials, installments of 12,000, verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (Bi-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Marriage Stories, 100 5th Ave., New York. (M-20) Short-stories of present-day marriage problems, middle-class characters, 2500 to 7500; serials 15,000 to 30,000. Elizabeth Sharp. 1c to 2c, Acc.

McCall's Magazine, 236 W. 37th St., New York. (M-10) Women's and household interests; provocative articles 2000 to 3000, short-stories 5000 to 6000, serials. Otis L. Wiese. First-class rates, Acc.

Mentor, The, 250 Park Ave., New York. (M-35) Educational, travel articles. 1c, Acc.

Modern Homemaking, Augusta, Maine. (M-10) Short-stories 3000 to 6000, preference under 4500, serials up to 50,000; love, domestic, Western themes; home-making departments, verse. M. G. L. Bailey. 1c up, verse 25c line, Acc.

Mooseheart Magazine, 13 Astor Pl., New York. (M) Short-stories up to 3500, serials up to 30,000, feature articles. Donald F. Stewart. 3¼c, Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½ to 5c, Acc.

Munsey's Magazine, 280 Broadway, New York. (M-25) Romantic, adventure short-stories, novelettes, serials, up to 50,000. Wm. MacMahon. 1c to 4c, Acc.

Mystery Stories, 55 W 42d St., New York. (M-25) Mystery, detective, occult, Western mystery, short-stories, two-part stories, novelettes, serials, 1500 to 20,000; articles on allied subjects. Clinton A. Faudre. 2c up, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative travel articles, illustrated. Gilbert Grosvenor. First-class rates, Acc.

Navy Stories, 100 5th Ave., New York. (M-20) Fighting navy stories of the great war. Eugene Clancy. 2c up, Acc.

New York Daily Mirror, 55 Frankfort St., New York. Love, adventure, mystery short stories 2200. Wayne Randall, fiction Ed. \$25 each, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

New York Magazine Programs, 108 Wooster St., New York. (W) short-stories, 800 to 1000. Verse, fillers, jokes. Barbara Blake. 5c, Acc. (Overstocked)

North West Stories, 271 Madison Ave., New York. (M-20) Western and Northern action short-stories, limited love interest 3000 to 6000, novelettes up to 25,000, serials up to 50,000. J. B. Kelly. 1c up, Acc.

Outlook, 120 E. 16th St., New York. (W-15) Comment, reviews, timely articles, short-stories up to 3000, verse. Frank Bellamy. 1½c up, verse, \$10 to \$25, Acc.

Over the Top, 79 7th Ave., New York. (M-20) Front-line war short-stories, serials; experience letters. 1c up, Acc.

Pennac News, The, Rittenhouse Squ., Philadelphia. (M-25) Serious and humorous articles, storyettes up to 1500, poems about 24 lines; men's interests, athletics. Harold L. McClinton. 1½ to 3¼c, verse \$1 a line, Acc.

People's Home Journal, 80 Lafayette St., New York. (M-10) Feature, personality, current interest articles 3500, short-stories up to 7000, novelettes 15,000 to 25,000, serials up to 60,000, inspirational editorials, verse. Mary B. Charlton, mng. and fiction ed. Good rates, Acc.

People's Popular Monthly, 801 2d St., Des Moines, Iowa. (M-5) Love, rural, Western, woman-appeal short-stories 5000, novelettes 10,000, serials 60,000 to 80,000, articles 500, fact items and fillers 50 to 200, jokes. Ruth Elaine Wilson. 4c, Acc.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Arthur T. Vance. First-class rates, Acc.

Plain Talk, 225 Varick St., New York. (M-35) Comment, reviews, articles, essays, verse, short-stories, sketches, attacks on fallacies, censorship, drastic legislation. G. D. Eaton. 1c up, Acc.

Popular Magazine, 79th 7th Ave., New York. (2M-20) Romantic, adventure, mystery, humor, business, Western short-stories 5000 to 9000, novelettes 40,000, serials 70,000 up; masculine appeal. Good rates, Acc.

Prize Story Magazine, 33 W. 60th St., New York. (M-25) Adventure, romantic, mystery, humorous, sentimental short-stories of human interest, dramatic situations, 4000 to 10,000, serials 20,000 to 50,000. J. W. D. Grant. Good rates, Acc.

Ranch Romances, 80 Lafayette St., New York. (2-M-20) Western love short-stories 3000 to 7000, novelettes 30,000 to 35,000, serials 40,000 to 60,000, verse, fact items. Bina Flynn. 2c up, verse 25c, Acc.

Rangeland Stories, 80 Lafayette St., New York. (M-20) Western rapid-action short-stories 3500 to 6000, novelettes 30,000 to 35,000, serials 35,000 to 75,000. W. M. Clayton; H. A. McComas. 2c up, Acc.

Real Detective Tales, 1050 N. LaSalle St., Chicago. (M-25) Mystery, crime and detective short-stories 1000 to 10,000, novelettes, 10,000 to 20,000, detective, police, crime articles 1500 to 3000. Edwin Baird. 1c up, Acc.

Red Book Magazine, 36 S. State St., Chicago. (M-25) Short-stories, serials, interpretative feature articles. Edwin Balmer; Donald Kennicott, Arthur McKeogh, associates. First-class rates, Acc.

Review of Reviews, 55 5th Ave., New York. (M-35). Articles on politics, economics, national and social problems, travel; short summaries of foreign articles. Albert Shaw. 2c up, Acc.

Romance, Spring and Macdougall Streets, New York. (M) Romantic, adventure, action, mystery short-stories 3000 to 10,000, novelettes 15,000 to 30,000, complete novels, serials 30,000 up, strong woman interest, verse. Henry La Cossitt. 2c up, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Comment, human-interest articles, essays, short-stories 2000 to 4000, verse. Vivian Carter. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 5000 to 7500, short-stories 5000 to 12,000, serials up to 100,000, humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Articles, essays, short-stories, serials, verse; high literary standard. Robert Bridges. Good rates, Acc.

Sea Stories Magazine, 79 7th Ave., New York. (M-25) Sea short-stories 3000 to 10,000, novelettes up to 25,000, articles 4000 to 6000, miscellany. Lawrence Lee. 1c, Acc.

Short Stories, Garden City, New York. (2M-25) Outdoor adventure, mystery, air, sea, war short-stories 4000 to 10,000, novelettes 15,000 to 40,000, serials 50,000 to 100,000, outdoor fillers 50 to 500, outdoor verse. H. E. Maule; Dorothy McIlwraith, associate. Good rates, verse 25c line; fillers 1c, Acc.

Sky Riders, 100 5th Ave., New York. (M-20) Thrilling air short-stories 3000 to 10,000, novelettes 10,000 to 40,000. Harry Steeger. 1½c up, Acc.

Smart Set, 221 W. 57th St., New York. (M-25) Articles of interest to young women 1500 to 2500; clean, human-interest short-stories, love interest, 3500 to 5000, 3-part stories, serials of young love, everyday problems, or mystery 35,000 to 45,000. Margaret E. Sangster. Good rates, Acc.

Smokehouse Monthly, Robbinsdale, Minn. (M-25) Humorous verse; bar-room ballads; original and reprint. W. H. Fawcett; A. F. Lockhart, associate. Epigrams \$1.50, jokes \$1.50 to \$3.00, poems Ind., Acc.

Soldier Stories, 271 Madison Ave., New York. (M-20) Thrilling war short-stories, novelettes, serials. Jack Kelly. 1c up, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Athletic, sport short-stories with competitive thrill 3000 to 8000, novelettes up to 10,000. Lawrence Lee. 1c up, Acc.

Spur, The, 425 5th Ave., New York. (2M-50) Sport, travel, art miscellany, personalities, limited market for humor and verse, on class subjects. H. S. Adams. Good rates, Acc.

Spy Stories, 100 5th Ave., New York. (M) Spy short-stories, novelettes, serials. H. A. Keller. Good rates, Acc.

Stage Stories, 100 5th Ave., New York. Glamorous short-stories of the stage 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000. Clifford Dowdy. 1 to 2c, Acc.

Strange Stories, 1926 Broadway, New York. (M) Weird, bizarre, odd fiction, first-person preferred. Harold S. Corbin. 2c, Acc.

Sweetheart Stories, 100 5th Ave., New York. (2M-15) Love short-stories 3000 to 6000, novelettes 10,000, serials 35,000 to 50,000, verse 4 to 16 lines. Wanda von Kettler. 1c to 2c, Acc.

Tales of Danger and Daring, 1926 Broadway, New York. (M) Adventure, Western, air, detective, mystery, war short-stories 5000 to 10,000, serials 75,000 to 100,000. Walter E. Colby. 2c, Acc.

Texas Argus, The, Moore Bldg., San Antonio, Texas. (M-15) Satirical, informative, humorous, action articles, Texas background, up to 4000. Clyde Wantland. Up to 2c, Acc.

Three Star Stories, 80 Lafayette, New York. (2M-15) War, air-war, sea novelettes 20,000 to 25,000. W. M. Clayton, David Redstone. 2c up, Acc.

Thrills from News, 1926 Broadway, New York. (M) Actual authenticated news stories in short-story form, illustrated, up to 2000. John L. Spirak. 2c, photos \$5, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Adventure, Western, sport, mystery, humorous short-stories 1500 to 8000, novelettes 10,000 to 15,000, novels 25,000 to 35,000, serials up to 70,000; verse up to 32 lines, "short" short-stories 900. George Briggs Jenkins. Good rates, Acc.

Triple-X Magazine, Robbinsdale, Minn. (M-25) Western, war, air, North, tropic adventure, sports short-stories 3000 to 9000, Western, war, air novelettes 10,000 to 15,000; Western serials 45,000 to 60,000; Western ballads up to 32 lines. Roscoe Fawcett, Jack Smalley. 2c up, verse 25c line, Acc.

True Confessions, Robbinsdale, Minn. (M-25) First-person, confessional short-stories up to 5000, serials up to 16,000; articles on sex and social problems. Roscoe Fawcett, Jack Smalley, 2c, Acc. verse 25c line.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True fact stories of crime, preferably with actual photos. John Shuttleworth. 2c, Acc.

True Experiences, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) First person short-stories 1000 to 8000 based on truth; true-story serials 30,000 to 60,000. Lyon Mearson. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer. 2c, Acc.; jokes \$2 up.

Vanity Fair, Lexington at 43d, New York. (M-35) Sophisticated articles, essays on modern life, 1800. F. W. Crowninshield. \$90 up, Acc.

Vogue, Lexington at 43d, New York. (2M-35) Limited market for articles on smart women's interests. Edna W. Chase. 1c up, Acc.

War Birds, 100 5th Ave., New York. (M-20) Fast-action short-stories of air, war background, 2500 to 10,000, novelettes 10,000 to 40,000. Eugene A. Clancy. 2c up, Acc.

War Novels, 100 5th Ave., New York. (M-20) War short-stories 2500 to 10,000, novels up to 40,000. Eugene Clancy. 2c Acc.

War Stories, 100 5th Ave., New York. (2M-20) War short-stories 2500 to 10,000, novelettes 10,000 to 40,000. Eugene A. Clancy. 2c up, Acc.

West, Garden City, New York. (2M-20) Western and Northwestern "he-man" short-stories up to 12,000, novelettes 12,000 to 45,000, serials 50,000 to 75,000, fact articles up to 700, Western jokes, verse up to 20 lines. H. E. Maule; Roy de S. Horn, associate. Good rates, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Outdoor life in West, Alaska, and Mexico, short-stories 1500 to 6000, novelettes 10,000 to 30,000, serials 36,000 to 80,000; short articles 300 to 2500; verse. F. E. Blackwell; D. C. Hubbard, associate. 2c up, Acc.

Whiz Bang, Robbinsdale, Minn. (M-25) Jokes, epigrams, humorous rural editorials, snappy verse 4 to 80 lines. W. H. Fawcett; Jack Jensen, associate. \$1 to \$3 for shorts, \$2 to \$20 for poems, Acc.

Wild West Stories and Complete Novel Magazine, 225 Varick St., New York. (M-25) Western novels 60,000 to 70,000. B. A. McKinnon, Jr. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000; youthful but not juvenile. Ronald Oliphant. 1c, Acc.

Wings, 271 Madison Ave., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 30,000, serials 40,000 to 60,000; complete novels up to 25,000. J. B. Kelly. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane; Maxwell Aley, fiction Ed. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-10) Articles on woman's interests; adventure, mystery, romantic short-stories 2500 to 5500, serials 40,000 to 50,000, short verse. Walter W. Manning. Good rates, Acc.

World's Work, 244 Madison Ave., New York. (M-35) Authoritative articles on world events up to 4000, short items of general information, national subjects. Barton Currie. Good rates, Acc.

Young's Magazine, 709 6th Ave., New York. (M-20) Sex short-stories, novelettes, 2000 to 20,000. Cashel Pomeroy. 1c, Acc.

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Airplane Stories, 100 W. 42d St., New York (M) Action air stories up to 30,000. Wm. L. Mayer. 1c, Pub.

Amazing Stories, 230 5th Ave., New York. (M-25) Scientific short-stories of Jules Verne type 2000 to 20,000, novelettes up to 50,000, serials up to 90,000, scientific verse. H. Gernsback. Short-stories 1/2c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M) Short articles on domestic science, illustrated articles 2500 with 6 to 10 photos, for housekeepers; short-stories. Ind., Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, occasional novelettes, serials. Isaac Landman. 1/2c up, photos \$1 up, Pub.

American Monthly, The, 93 5th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Parade, The, Girard, Kans. (Q-50) Sociological, iconoclastic, liberal-viewpoint articles up to 4000. E. Haldeman-Julius. Low rates, Acc.

American Poetry Magazine, 358 Western Ave., Wauwatosa, Wis. (M-35) Verse. Clara Catherine Prince. Payment only in prizes. (Overstocked)

American Sketch, 244 Madison Ave., New York. (M-25) Modified modern satirical articles 1500, drawings, unusual photos, portraits. Beverly Nichols. Ind., Pub.

American Weekly, The, 92 Gold St., New York. (W) Hearst newspaper feature section. Topical feature articles, illustrated. Serials usually by contract. Merrill Goddard. Ind., Acc.

Association Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. interests; general articles, personality sketches 2500 to 3500. F. G. Weaver. 1c up, Acc.

Auction Bridge Magazine, 19 W. 44th St., New York. (M-25) Non-technical, human-appeal bridge articles, short-stories, serials, verse, jokes, skits, anecdotes, miscellany. Van Vechten Hostetter. Ind., Acc.

Aviation Stories and Mechanics, 1841 Broadway, New York. (M-25) Aviation, scientific articles, short-stories 1500 to 3500; fact items, fillers; news of mechanical developments. Joe Burten. 1/2 to 1c, Pub.

Aviator, The, 309 Milam Bldg., San Antonio, Tex. (M-25) Air adventure short-stories, articles up to 3000, aero news, jokes. Horace T. Chilton. Up to 1c, jokes \$1, news 1/4c photos \$2, Pub.

Babyhood, Marion, Ind. (M) Articles 1000 to 2000, simple short-stories for tiny tots, short juvenile poems. C. F. Shock. Ind., Pub.

B'nai B'rith, 9 W. 4th St., Cincinnati, Ohio. Jewish articles, short-stories 2500 to 4000, jokes, skits, anecdotes. Alfred M. Cohen, Boris D. Bogen. 1c, jokes \$2, photos \$3, Pub.

Broadway Nights, 104 W. 42d St., New York. (M) Short fiction, cabaret type. Inc.,

Business Woman, The, 366 Adelaide St., W. Toronto, 2, Ont. (W-25) 1500-word articles on women's successes, business problems, bright sketches, skits (no fiction). Byrne Hope Sanders. 1c, Pub.

Cabaret Stories, 1860 Broadway, New York. (M-20) Detective, adventure short-stories with night-life, cabaret connection 5000 to 10,000, novelettes 15,000 to 40,000, 3-part serials. B. L. McFadden, Beatrice May Miller. 1/2c up, Acc.

Canadian Home Journal, 71 Richmond St., W. Toronto, Ont. (M-10) Short-stories 3000. Housekeeping and juvenile interest articles 1500. Low rates, Pub.

Character Reading, 435 N. Michigan Ave., Chicago. (Q-25) Articles on character development and analysis. Edna Purdy Walsh. Low rates, Pub.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M) Articles of Canadian woman interest up to 2000, short-stories 3500. Anne Elizabeth Wilson. Ind., Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (2M-15) Articles of interest to sophisticated Chicagoans up to 1000. Martin J. Quigley. Good rates, Pub.

Chicago Daily News, The, 15 N. Wells St., Chicago. (D-3) Sentimental, "homey" short-stories 1000, witty sketches of urban life (woman interest) 800, humorous verse, jokes, skits, epigrams, occasional serials. H. M. Davidson, feature Ed. 1c, verse \$1 to \$4, jokes \$1 to \$5, epigrams \$1, Pub.

Christian Science Monitor, Boston. (D-5) Sketches, essays, articles, verse, miscellany. About 50c inch, verse 35c to 50c line, Pub.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. Circus history, lives of circus performers, scrap books, clippings, news items. Ind.

Clippings, 308 W. Washington St., Chicago. (M) Largely clipped material. Humorous verse 5 to 25 lines, humorous miscellany 200 to 500. 1c, Pub.

Club Fellow, 342 Madison Ave., New York. (W-25) Social articles 1000, short-stories, novelettes, serials, jokes, skits, anecdotes. H. Gordon Duval. Ind.

Contemporary Verse, 107 S. Mansfield Ave., Margate, Atlantic City, N. J. (M-25) Verse, criticism. Benjamin Musser, Lucia Trent, Ralph Cheyney. No payment.

Current History Magazine, 1708 Times Bldg., New York. (M-25) Non-partisan, historical articles 1500 to 3500. George W. Ochs Oakes. 1c to 10c, Acc. and Pub.

Debunker, The, Girard, Kans. (M-20) "Debunking" articles up to 3000. E. Haldeman-Julius. Low rates, Acc.

Dragnet, The, 120 W. 42d St., N. Y. (M-20) Detective short-stories, novelettes, serials 60,000; crime and detective fillers. Harold Hersey. 1c, Pub.

Drama, The, 59 E. Van Buren St., Chicago. (M-50) Theatrical articles 1000 to 3000, one-act plays. Theodore B. Hinckley. No payment.

Eagle Magazine, The, Deane Bldg., South Bend, Ind. (M-5) (Closed market.) Frank E. Hering.

Everyday Hostess, The, P. O. Box 834, Detroit, Mich. (M) Commercial ice cream articles for housewives, short-stories 400 to 1500, verse, jokes. F. W. Leeseemann. 1c, verse 25c, photos 75c to \$3, Acc.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to 1/2c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-Smith. \$4 column, Pub.

Famous Lives, 120 W. 42d St., New York. (M) Biographical, autobiographical material. Harold Hersey. Not in market at present.

Fire Fighters, 120 W. 42d St., New York. (M-20) Fireman, fire-fighting short-stories, novelettes, serials. Harold Hersey. 1c, Pub.

Flying Aces, 120 W. 42d St., New York. (M-20) Air and air-war short-stories, novelettes 10,000 to 25,000, serials 60,000; 500-word fact items. Harold Hersey. 1c up, Pub.

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 5000. Marion White. 1/2c, Pub.

Golden Book, The, 55 5th Ave., New York. (M-25) Principally reprints. Edith O'Dell. Good rates, Acc.

Golden West Magazine, 120 W. 42d St., New York. (M-20) Western short-stories. Harold Hersey. 1c, Pub.

Good Stories, Augusta, Maine. (M-5) Short-stories, miscellany. Low rates, Pub.

Greenwich Village Quill, 19 Stuyvesant St., New York. (M-25) Poetry, literary articles, short-stories up to 2000. Henry Harrison. No payment.

Grit, Williamsport, Pa. (W-5) Illustrated articles on the curious, out-of-ordinary, 100 to 300, articles for woman's and children's pages 200 to 500, illustrated feature articles 500 to 1800; short-stories (largely syndicate material), small-town appeal 1500 to 3000. Frederick E. Manson. \$5 to \$10 column; photos \$1 to \$2, Pub.

Hearts, 112 W. 44th St., New York. (2M-10) First-person, confessional love stories up to 5000, sentimental verse. Ethel Roseman. 1/2c, Pub. (Slow.)

Home Circle Magazine, 53 Kenyon Bldg., Louisville, Ky. (M-5) Country, love, domestic short-stories up to 5000. Low rates, Pub.

Home Digest, 2994 E. Grand Blvd., Detroit. (M) Family and household interests, food articles up to 1800. Leslie C. Allman. 2c up, Pub.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Household miscellany up to 250, romantic, action short-stories 5000, jokes, verse. E. A. Weishaar. 1/2c to 1c, Acc.

Household Guest, 323 S. Peoria St., Chicago. (M-5) Household articles on home interests, short-stories (usually reprints), departments. Mary H. McGovern. Low rates, Pub.

Household Journal, Batavia, Ill. (M-5) Household articles, short-stories. \$5 a story, Pub.

Houston Gargoyle, The, 1411 Walker St., Houston, Texas. (W-15) Sophisticated articles, timely essays, skits, occasional short-stories, smart verse. Allen V. Peden. 1/2c, verse 2c, Pub.

Illustrated Home Sewing Magazine, 55 W. 42d St., New York. (M-10) Illustrated needlework articles. Reprint rights. Ruth W. Spears. Ind., Acc.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q) Brief short-stories, essays, poetry. William James Price. Payment only in prizes.

JAPM: The Poetry Weekly, 107 S. Mansfield Ave., Margate, Atlantic City, N. J. (W-6) Verse. Benjamin Musser. No payment.

Jewish Tribune, The, 570 7th Ave., New York. (W-15) Articles of Jewish interest, personality stories, 1500 to 2000, short-stories 2000 to 2500, verse up to 25 lines, photos. David N. Mosessohn. 1/2c to 3/4c, Pub.

Judge, 627 W. 43d St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Justice, 3 W. 16th St., New York. (M-free) Articles on labor problems. Max Danish. 1c, Pub.

Kiwanis Magazine, 164 W. Jackson Blvd., Chicago. (M) Kiwanis club news, articles. Charles Reynolds. Ind.

Lion, The, 350 McCormick Bldg., Chicago. (M) Not in market. Charles Lee Bryson.

Living Age, The, 280 Broadway, New York. (M-35) Articles on travel, world affairs, translations, photos. John Bakeless. Ind., Acc.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Hubert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hurwitz. 2c up, Acc.

Modern Priscilla, 470 Atlantic Ave., Boston. (M-20) Needlework, homecraft, housekeeping articles; one short-story per month. Stella M. Bradford. Ind., usually Acc.

Modes and Manners, 222 W. Superior St., Chicago. (M) Brief articles, children's stories, verse. Helen Royce. Ind., Pub.

Mother's Home Life, 315 S. Peoria St., Chicago. (M-10) Short-stories 2000, household articles 1000, miscellany. Mary H. McGovern. 1/4c up, Acc.

Mothers' Journal, The, 55 W. 42d St., New York. (M-15) Helpful articles on child care 200 to 800, poems. Ind., Pub.

Movie Novel, 120 W. 20th St., New York. Novelizations of screen plays. No original market.

Murder Mysteries, 120 W. 42d St., New York. (M-10) Murder stories with detective plots 2000 to 3000. Harold Hersey. 1c, Pub.

Nation, The, 20 Vesey St., New York. (W-15) Reviews, comment, news features 1800, verse. Oswald G. Villard. 1c up, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Personality sketches, reviews, short-stories. Limited market. Joe Mitchell Chapple. Ind., Pub.

New Orient, The, 12 5th Ave., New York. (M) Articles on the Orient and Far East. Syud Hossain. No payment.

New Republic, The, 421 W. 21st St., New York. (W-15) Buys no outside material. Frank P. Litschert.

Nomad, The, 150 Lafayette St., New York. (M-35) Illustrated first-person travel articles 1000 to 2500, adventure, travel short-stories 1500 to 2500. Wirt W. Barnitz. 1c to 2c, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult fact and fiction. Efa E. Danelson. No payment.

Opportunity, A Journal of Negro Life, 127 E. 23d St., New York. (M) Short-stories, scientific, sociological articles, poetry, negro life and problems. Chas. S. Johnson. No payment.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Short-stories, animal welfare articles up to 800, verse up to 24 lines, miscellany. Guy Richardson. 1/2c up, verse \$1, \$2 up, Acc.

Overland Monthly, Phelen Bldg., San Francisco. Articles of Western interest, short-stories, verse. No payment.

Panorama, 33 W. 42d St., New York. (W-25) Bright informative articles 2000, interesting news photos. Ind., Pub.

Paris Nights, 1008 W. York St., Philadelphia. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gay side of Paris, verse up to 16 lines, jokes. H. A. Shade. 1/2c, verse 15c line, jokes 50c, paragraphs 35c, Pub.

Pep Stories, 104 W. 42d St., New York. (M-25) Risque, youthful, love short-stories 2000 to 4000, 2 or 3-part stories, installments of 4000. Natalie Messenger. 1/2c, light verse, 25c line, Pub.

Poet Lore, 100 Charles St., Boston. (Q-\$2) Literary articles, verse, translated and original drama. Ruth Hill. No payment.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M) Verse. Harriet Monroe. \$6 page, Pub.

Popular Knowledge, 55 W. 42d St., New York. (M-25) Entertaining, educational fact items 300 to 500; photos; mention authorities. Irving Altman. 1c, Pub.

Psychology, 17 W. 60th St., New York. (M-25) Applied psychology, inspirational, success articles up to 3000, short stories, verse. Henry Knight Miller. 1c, Pub.

Public Affairs, 1336 New York Ave., Washington, D. C. (M-15) Economic articles. Ira Nelson Morris. Ind.

Real Story Book, 104 W. 42d St., New York. (M) Short-stories. Inc.

Reflex, 8 S. Dearborn St., Chicago. (M) Sociological, literary, critical articles, essays; short-stories, novelettes, verse, Jewish interests. Dr. S. M. Melamed. 1c to 2c, Pub.

Saturday Review of Literature, 25 W. 45th St., New York. (W-10) Book reviews, literary essays, verse. Limited market. Henry Seidel Canby. 1c up, \$10 up for poems, Pub.

Say It With Flowers, P. O. Box 834, Detroit, Mich. (M) Articles 400 to 1500 on uses of flowers as gifts, messengers of feeling (no garden or funeral items), verse up to 30 lines, miscellany. F. W. Leeseemann. 1c, Acc.

Screen Book, The, 225 Varick St., New York. (M) Novelizations of screen plays, staff written. B. A. MacKinnon.

Screen Romances, 100 5th Ave., New York. (M-25) Fictionized screen plays; no original material. May Ninomiya.

Secrets, 104 W. 42d St., New York. (M-25) Short-stories of mother-love, father-love, self-sacrifice, pathos 5000; novelettes 7000; 2 or 3-part serials, installments of 4000, verse. Natalie Messenger. 1½c, verse 25c line, Pub.

Sky Birds, 120 W. 42d St., New York. (M-20) Aviation short-stories, novelettes, serials. Harold Hersey. 1c up, Pub.

Snappy Stories and Pictures, 119 W. 57th St., New York. (M-25) (Not accepting MSS. at present.)

Spicy Stories, 104 W. 42d St., New York. (M) Sexy short-stories 2000 to 3000, 2 or 3-part serials 2500 each installment, peppy verse 3 or 4 stanzas. Natalie Messenger. 1½c, Pub.

Spy Stories, 120 W. 42d St., New York. (M-20) Spy short-stories, novelettes, serials. Harold Hersey. 1c, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

Survey Graphic, The, 112 E. 19th St., New York. (2M-25) Educational articles 3000 to 4000. Paul U. Kellogg. \$10 page, Pub.

10 Story Book, 527 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Texas Pioneer, San Antonio, Tex. (M) Articles on the old and new Southwest up to 2500, short-stories up to 300. D. J. Wooding. Ind., Acc.

Today's Woman and Home, 18 E. 18th St., New York. (M-5) Housekeeping, child-training articles, short-stories, serials, verse. Ida C. Van Arken. Low rates, Pub. (Slow.)

Town and Country, 572 Madison Ave., New York. (2M-50) Verse 4 to 6 lines. Limited market. H. J. Wigham. 25c line, Acc.

Town Topics, 2 W. 45th St., New York. (W-25) Short-stories not over 1500, verse up to 24 lines, jokes, miscellany of social flavor. A. R. Keller. 1c up, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated, interpretative travel articles, 1500 to 5000. Coburn Gilman. 1c, \$1 per photo, Pub.

Two-Gun Western Stories, 537 N. Dearborn St., Chicago. (M-25) Western short-stories up to 10,000. Samuel Bierman. ½ to 1c, Acc.

Under Fire, 120 W. 42d St., N. Y. (M-20) War short-stories, novelettes 15,000 to 20,000, serials 60,000; great war anecdotes. Harold Hersey. 1c, Pub.

Underworld, 551 5th Ave., New York. (M-20) Mystery and detective short-stories. Harold Hersey. 1c, Pub.

U. S. Air Services, 406 Star Bldg., Washington, D. C. (M-30) Technical, human-interest aviation articles up to 3500, short-stories, verse. E. N. Findley. 1c, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 5000, novelettes up to 15,000, serials up to 40,000, verse up to 35 lines. Farnsworth Wright. ¾c up, verse 25c line, Pub.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 120 W. 42d St., New York. (M-20) Western short-stories, novelettes, serials up to 75,000. Harold Hersey. 1c up, Pub.

Woman Athletic, The, 820 Tower Court, Chicago. (M-35) Smart short-stories up to 5000, articles interesting to women 1000 to 3000, verse. Edna I. Asmus. ¼ to 1c, Pub.

Woman's Journal, The, 171 Madison Ave., New York. (M) Short-stories of women's interests 1000 to 2500. 1c up, Pub.

World, The Sunday, 63 Park Row, New York. (W-5) Short-stories of love interest 3000, news features 1500. Paul Palmer. Short-stories 3c up, features optional, Pub.

World Tomorrow, The, 52 Vanderbilt Ave., New York. (M-25) Social, political, economic, religious essays, verse. Kirby Page. No payment.

World's Greatest Stories, 1926 Broadway, New York. (M) Reprints only. No market for original fiction.

World Traveler, 247 Park Ave., New York. (M-35) Illustrated travel articles 2500. E. M. Reiber. Up to \$40 each. Pub.

World Unity, 4 E. 12th St., New York. (M-35) Philosophy, religion, ethics. Staff written. Horace Holley.

Yale Review, Yale Station, New Haven, Conn. (Q-\$1) Comment, reviews; political, literary, scientific art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M) Practical farm and farm home articles 250, human-interest short-stories with farm-life angle 900, serials 6000, farm and seasonal verse, farm ideas, home hints. Estes P. Taylor. Up to 1c, Pub.

Breeders' Gazette, 817 Exchange Ave., Chicago. (M) Articles on livestock industry. Samuel R. Guard. \$5 col., Pub.

Canadian Countryman, 178 Richmond St., W., Toronto. Agricultural articles, short-stories. ½c, Pub.

Capper Farm Press, 8th and Jackson Sts., Topeka, Kan. (W. and M.) Agricultural articles; home page miscellany. ½c to 1c, Acc.

Country Gentleman, The, Independence Sq., Philadelphia. (M-5) Articles of interest to farmers and farm women, short-stories, serials, humorous sketches, jokes, household articles. Miscellany for boys' and girls depts. Philip S. Rose. First-class rates, Acc.

Farm and Fireside, 250 Park Ave., New York. (M-5) Farm human-interest articles 1500, short fiction, photos. (Limited market; write first.) George Martin. 2c up, Acc.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, live-stock articles of the Southwest. Frank A. Briggs. ¾c to 1c, Acc.

Farmer, 57 E. 10th St., St. Paul, Minn. (W) Agricultural articles, short-stories, serials of farm atmosphere. Ind.

Farm Journal, Philadelphia. (M-10) Agricultural, scenic, humorous articles 300 to 600 with photos, short-stories 1800 to 10,000, novelettes. Arthur H. Jenkins. First-class rates, Acc.

Farm Life, Spencer, Ind. (M-5) Agricultural, household articles, short-stories 3000, serials 40,000, verse. George Weymouth. 1c, Acc.

Farm Mechanics, 1827 Prairie Ave., Chicago. (M-10) Agricultural articles 100 to 400. W. A. Radford. ¾c, Pub.

Field Illustrated, 425 5th Ave., New York. (M-50) Agricultural, stock-breeding, country estates articles. R. V. Hoffman. 1c, Pub.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, Des Moines, Ia. (2M) Agricultural miscellany. Inc.

Michigan Business Farmer, Mount Clemens, Mich. (Bi-W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. ½c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Breeders Pub. Co., Waverly, Ia. (Rhode Island Red Journal, Plymouth Rock Monthly, Leghorn World, Wyandotte Herald.) Poultry articles 1000 to 1200. Low rates, Pub.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 1200. O. A. Hanke. 1c up, Pub.

Progressive Farmer and Farm Woman, Birmingham, Ala. (W-5) Farm miscellany. Inc.

Standard Poultry Journal, Pleasant Hill, Mo. (M) Illustrated poultry articles, success stories, 1500 to 2000. (Limited market; send outline first. Orden C. Oechsli. Up to 1c, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural articles usually on assignment. Kirk Fox. 1c up, Acc.

Wallace's Farmer, Des Moines, Ia. (W-5) Agricultural articles, serials. H. A. Wallace. ½c to 1c. Photos \$1.50. Acc. and Pub.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub.

Antiques, 683 Atlantic Ave., Boston. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1½c, Pub.

Bulletin of Photography, 153 N. 7th St., Philadelphia. (W-5) Articles of interest to professional photographers 500 to 1500. Frank V. Chambers. Ind., Acc.

Camera, The, 636 Franklin Sq., Philadelphia. (M-20) Photography articles 500 to 1500. Frank V. Chambers. Ind., Acc.

International Studio, 572 Madison Ave., New York. (M-75) Illustrated articles for art collectors, connoisseurs. H. J. Whigham. \$40 to \$75 per article, Pub. (Overstocked).

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, photographic prize contests. A. H. Beardsley. 1/2c up, Pub.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

Aeronautics, 608 S. Dearborn St., Chicago. (M-25) Technical and semi-technical illustrated aviation articles 2500 to 4000. H. W. Mitchell. 1c, \$2 for photos, Acc.

Air Transportation, 1265 Broadway, New York. (W-15) News items on aviation; staff correspondents only; business articles on assignment only. L. A. Nixon. 1/2c, Pub.

American Aviator, Airplanes and Airports, 19 W. 60th St., New York. (M-25) Aviation articles, true air adventures, technical articles on airports, seaplanes, manufacturing and marketing planes. W. W. Hubbard. 1/4 to 1c, photos \$1 to \$3, Pub.

American Motorist, Penn. Ave. at 17th St., Washington, D. C. (M-25) Touring, traffic, auto descriptive articles, semi-fiction 1500 to 1800, verse, fact items, fillers, news items 150 to 200. Ernest N. Smith; A. J. Montgomery, Mng. Ed. 2c to 5c, Pub. 5c to 10c for verse.

Ford Dealer and Service Field, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles. H. James Larkin. 1/2c to 1c, Acc.

Highway Magazine, Armco Culvert & Flume Manufacturers' Association, Middletown, Ohio. Technical good roads articles 800 to 1200. Anton Rosing. 1c to 2c, Acc.

Motor, 56th St. and 8th Ave., New York. (M-50) Practical articles on automobile business. Ray W. Sherman. Usually \$40 to \$60 per story, Acc.

Motorboat, 10 E. 39th St., New York. (2M-25) Actual cruise stories by boatmen, illustrated by photos, 500 to 5000, short-stories of motorboating or boats around 5000, humorous short-stories of boating interest, verse, boating appeal. C. F. Hodge. 30c inch, photos \$1.50, Pub.

Motor Boating, 56th St. and 8th Ave., New York. (M-35) Motor-boating, racing, navigation articles. C. F. Chapman. Ind.

Motor Life, 523 Plymouth Court, Chicago. (M-25) Motor-ing, vacation, roads, automobile articles 1500 to 2000. William B. Reedy. 1/2c, Pub.

Rudder, The, 9 Murray St., New York. (M-35) Cruising, boating, navigation articles up to 3000. Wm. F. Crosby. 1c up, Pub.

Transportation, 656 S. Los Angeles St., Los Angeles, Cal. (M-25) Human-interest articles on transportation, humor. Limited market. Charles Dillon. 1c up, photos 50c to \$10, Pub.

Water Motoring, Tribune Tower, Chicago. (M) Articles, feature stories, short-stories dealing with outboard motors, 1500; photos. Ewart H. Ross. 1c to 2c, Acc.

Western Flying, 145 S. Spring St., Los Angeles. News of air ports, air transportation and flying activities of the Pacific West, features. R. Randall Irwin. 1c, Pub.

Western Highways Builder, Union League Bldg., Los Angeles. (M-20) News of highway construction and developments along the Pacific Coast. Howard B. Rose. Good rates, Pub.

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising and Selling, 9 E. 38th St., New York. (Bi-W) Business articles. F. C. Kendall. Up to 2c, Pub.

American Mutual Magazine, 142 Berkeley St., Boston. (M-15) Business articles 1200 to 1400, editorials 200 to 400, short verse, jokes. Carl Stone Crummett. 1c to 5c, photos \$1 to \$5, Acc.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. 1c, Acc. \$1 for photos.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles, interviews, on banking devices, operation. John Y. Beaty. 1c up, Acc.

Barron's, 44 Broad St., New York. (W-20) Authoritative articles on financial subjects 500 to 2500. C. W. Barron, Ind., Acc.

Credit Monthly, 1 Park Ave., New York. (M-25) Articles on relations between credit managers and retail customers 1000. Rodman Gilder. 1/2c up, Acc.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. 1/2 to 5c, Acc.

Factory and Industrial Management, 7 S. Dearborn St., Chicago. (M) Business miscellany. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M) Business, financial articles 1500 to 3000, inspirational verse. B. C. Forbes. Ind., Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-10) Direct selling, experience articles 200 to 2500; verse. Melvin J. Wahl. 1/4c to 1c, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 2000, humorous business verse 2 or 3 stanzas. Helen Havener. \$10 to \$35, verse \$5, Acc.

Industrial Engineering, 475 10th Ave., New York. (M) Business, technical miscellany. Ind.

Magazine of Business, The, Cass, Huron and Erie Sts., Chicago. (M-35) Articles for executives on business policies 1500 to 3000, preferably first person by business leaders; business short-stories 1500 to 3000; illustrated fact items on problems of management 150 to 300, 400 to 800; industrial photos. E. J. Mehren. 3c up, Acc.

Management, 58 E. Washington St., Chicago. (M-25) Business articles for executives. H. P. Gould. 2c, Acc.

Manufacturing Industries, 40 E. 49th St., New York. (M-50) Illustrated articles on manufacturing operations and methods signed by executives. L. P. Alford. \$10 page, Pub.

Mid-Western Banker, 68 Wisconsin St., Milwaukee. (M) Technical banking articles 500 to 2000. M. I. Stevens. 1c, Pub.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (M-35) Business articles, short-stories 2500; verse. Merle Thorpe. Good rates, Acc.

Opportunity, 750 N. Michigan Ave., Chicago. (M-10) Interviews with big business men with a selling angle; material to inspire, or advise, salesmen, with photos up to 3500. James R. Quirk. 1c for short material, 1/2c to 2c for longer, Acc.

Postage and the Mailbag, 18 E. 18th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright. Inc.

Poster, The, 307 S. Green St., Chicago. (M-30) Outdoor advertising, business articles 1500 to 2000; photos. Burton Harrington. 1c to 10c, Acc.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**-25.) Advertising and business articles. John Irving Romer; R. W. Palmer, Mng. Ed. Good rates, Pub.

Sales Management and Advertisers' Weekly, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Raymond Bill. 1 to 3c, Pub.

Sales Tales, Mt. Morris, Ill. (M-15) Personality articles on successful salesmen, saleswomen 2500; short-stories with sales lessons or sales backgrounds 2500, 2 and 3-part serials 2500 words per installment, fact items 300 to 1500, jokes, skits, anecdotes with selling flavor. Sam Spalding. 1/4c to 1c, occasionally higher, jokes 50c and \$1, Acc. or Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor, sign advertising articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman, South Whitley, Ind. (M-25) Inspirational direct-selling articles, human-interest, inspirational short stories 2000 to 4000, serials. George F. Peabody. 1/2c up, Acc.

System, 660 Cass St., Chicago. (M-25) Experience articles, profit-making ideas up to 3000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles for executives on industrial problems, interviews 1000 to 2500. Correspondents. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M) Articles on advertising, emphasis on results, 300 to 3000. Douglas G. McPhee. 1/4c up, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles on houses, gardens, decorating, equipment. Mrs. Ellen D. Wangner. 1/2c, Acc.

Architect, 101 Park Ave., New York. (M-75) Architectural miscellany. Forbes Pub. Co., George S. Chappell. Inc.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Art, home decoration, architecture, landscape gardening, music, literature, industrial art, excellent illustrations desired. Mary Fanton Roberts. 1c to 2c, Pub.

Better Homes and Gardens, 17th and Locust St., Des Moines, Ia. (M-10) Practical garden and home-making articles 1500. Elmer T. Peterson. 1c up, \$1 up for photos, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Homes, 312 W. Redwood St., Baltimore. (2M-35) Home decoration, architecture, building, landscape gardening. S. H. Powell, E. Canton. Ind., Pub.

Country Life, Garden City, New York. (M-50) Illustrated landscape gardening, sport, interior decorating, building, nature articles 2000 to 2500. R. T. Townsend. 1/2c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing and gardening articles. Ethel B. Power. 1c, Acc.

Keith's Beautiful Homes, 100 N. 7th St., Minneapolis. (M-25) Illustrated architectural, interior decoration, landscaping articles 300 to 1500. M. L. Keith. Ind., Pub.

Save the Surface Magazine, 18 E. 41st St., New York. (M) Illustrated articles for consumers on advantages of painting, varnishing 300 to 600, verse, fillers, jokes. Jane Stewart. 1/2c to 2/2c, photos \$2.50 to \$3, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-25) Home-making, garden articles, human interest articles of Western appeal up to 1800. Miss Lou F. Richardson, Miss Genevieve A. Callahan. 1c up, Acc.

Your Home, 1926 Broadway, New York. (M-25) Practical illustrated articles on home ownership, building, gardens. Prefers to be queried. Harry J. Walsh. 2c, Pub.

EDUCATIONAL

American School Board Journal, 129 Michigan St., Milwaukee. (M-35) School administrative articles 500 to 5000, occasional jokes, humorous verse along school lines. Wm. C. Bruce. 1/2c to 1c, Acc.

Child Welfare Magazine, 5517 Germantown Ave., Germantown, Pa. (M-10) Educational articles up to 1500, verse. Mrs. A. H. Reeve. 1/2c, verse 10c line, Acc.

Industrial Arts Magazine, 129 Michigan St., Milwaukee, Wis. (M-25) Articles on vocational subjects up to 2000, editorials 150, news items on shop courses offered. John J. Metz. 1/2c, photos \$2, Acc.

National Kindergarten Association, 8 W. 40th St., New York. Articles on home education, problems of child training, 450 to 600. Florence J. Owens. \$5 each, Acc.

Normal Instructor and Primary Plans, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Primary Education—Popular Educator, 54 Clayton St., Dorchester St., Boston. Practical articles on elementary education. Florence Hale. Ind., Pub.

Progressive Teacher, Morristown, Tenn. (M-25) Educational and administration articles up to 1500; plays, special-day material for schools. M. S. Adcock. \$1.50 page, Pub.

Rural School Board Magazine, Penton Blvd., Cleveland, O. (M-25) Articles of interest to rural school boards. F. L. Ransom. Ind., Pub.

HEALTH, HYGIENE

Home Economist and the American Food Journal, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. Buys very little. 1c, Pub.

Forecast, 6 E. 39th St., New York. (M-25) News features, interviews on food and health topics 1800 to 3500. Alberta M. Goudiss. 1c, Acc.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 370 7th Ave., New York. (M-25) Anti-tuberculosis articles. Philip P. Jacobs. Ind.

Physical Culture, 1926 Broadway, New York. (M-25) Articles on health hygiene, diet, exercise; short-stories, serials. H. A. Keller. 2c up, Acc.

Strength, 2741 N. Palethorpe St., Philadelphia. (M-25) Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Health and technical articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3c to 1c, Pub.

MUSICAL

Etude Music Magazine, The, 1714 Chestnut St., Philadelphia. (M-25) Instructive, inspirational articles for music teachers and students 150 to 2000; jokes, skits, miscellany. James F. Cooke. \$5 column, Pub.

Harmony, 443 S. Dearborn St., Chicago. (M) Music articles 2000 to 6000. Ind., Pub.

Harmony in the Home, P. O. Box 834, Detroit, Mich. (M) Articles on success in music, musical training 400 to 1400, verse up to 30 lines, miscellany. F. W. Leese-mann. 1c, verse 25c line, photos \$1 to \$3, Acc. (Overstocked.)

Musical America, 501 5th Ave., New York. (W-15) Musical articles 1500 to 2000, jokes, skits, anecdotes. Deems Taylor. \$3.50 column, Pub.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. O. G. Sonneck. \$4.50 page, Pub.

Musician, 901 Steinway Bldg., New York. (M-25) Musical miscellany. Paul Kempf. 1/2c, Pub.

Singing and Playing, 113 W. 57th St., New York. (M-35) Provocative, practical articles on music, verse. Alfred Human. 1/2c, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M) Religious educational articles 800 to 1500, short verse. Henry H. Meyer. 1/2c up, verse \$2 to \$5, photos \$2.50 up, Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Articles of religious interest 500 to 800; Romantic, adventure, mystery, humorous short-stories 3000, serials 10 to 12 chapters 3000 each. Robert P. Anderson. 1/2c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (W-5) Religious, sociological articles; short-stories 1000; serials, verse. Daniel A. Poling. 1c to 5c; verse, 20c to 25c line, Pub.

Christian Standard, 8th and Cutter Sts., Cincinnati, O. (W) Closed market.

Churchman, The, 2 W. 47th St., New York. (W-10) Liberal christianity articles, verse. Rev. Guy Emery Shipler, Litt. D. Ind., Pub.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

High Road, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. 1/2c up, Acc.

Home Quarterly, 420 Plum St., Cincinnati, O. (Q-14) Religious adult educational articles 1200 to 1400; verse 200 to 400 words. Henry H. Meyer. 1/2c, Acc.

Living Church, The, 1901 Fond du Lac Ave., Milwaukee. (M) Short-stories on religious and social subjects, Episcopal viewpoint, verse. C. P. Morehouse. \$1.50 col., Acc. No payment for verse.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Moral welfare articles, short-stories 1200 to 2000; serials 1200 to 1500 per chapter. Guy P. Leavitt. 1/2c, photos \$1.50 to \$5, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M) Articles of Catholic interest, clever short-stories 1500 to 2000, photos. Lawrence Flick, Jr. Good rates, Acc.

Presbyterian Advance, The, 150 4th Ave., N., Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., LL.D. \$1 column, Acc.

Rays from the Rose Cross, Oceanside, Calif. (M) Religion, occultism, Rosicrucian doctrines, healing. Mrs. Max Heindel. No payment.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q) Biblical study articles 1500 to 2000. Edwin R. Errett. 1/2c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Religious articles. 1/2c, Acc.

Union Signal, The, Evanston, Ill. (W) Short-stories, short serials, on prohibition, law enforcement. Fair rates, Pub.

Unity, Weekly Unity and Youth, 917 Tracy Ave., Kansas City. (M) Christian metaphysical articles usually written to order. 1c up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 1182 Broadway, New York. (M) Non-technical illustrated radio articles, thumb-nail biographies, home economics matter, 100 to 2500; radio short-stories 2500 to 3000. Fillers 1/2c, stories and articles up to 1c, photos \$1, Acc.

Electricity on the Farm, 225 W. 34th St., New York. (M-10) Actual experience stories, illustrated, on use of electricity on the farm, up to 1000. Fred Shepperd. 1/2c, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft articles, shop hints, new devices, 200 to 300. E. A. Weishaar. 1c to 4c, photos \$1.50 to \$3, Acc.

Modern Mechanics and Inventions, Robbinsdale, Minn. (M-25) Mechanical, scientific articles up to 2000, fact items with photos. Roscoe Fawcett, Jack Smalley; Weston Farmer associate. Good rates, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-25) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. \$5 to \$50, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles, scientific, mechanical, industrial, discoveries, human interest and adventure. L. K. Weber. 1c to 10c, \$3 up for photos, Acc.

Popular Radio and Television, 119 W. 57th St., New York. (M-25) Articles on inventions and applications of radio 50 to 6000. Ind., Pub. (Slow.)

Popular Science Monthly, 250 4th Ave., New York. (M-25) Illustrated articles on scientific non-technical, mechanical, labor-saving devices, discoveries, under 3000. Sumner Blossom. 1c up to 10c, \$3 up for photos, Acc.

Radio Broadcast, Garden City, New York. (M-35) Articles written to order. Willis K. Wing. 2c, Pub. (Overstocked.)

Radio Digest, 510 N. Dearborn St., Chicago. (Q-35) Radio personality articles, features. H. P. Brown. Ind., Pub.

Radio News, 230 5th Ave., New York. (M-25) Technical radio articles 1000 to 2500, technical radio short-stories 2000 3000. Hugo Gernsback; Robt. Hertzberg, Mng. Ed. 2c, jokes \$1, Pub.

Science and Invention, 230 5th Ave., New York. (M-25) Scientific short-stories 2000 to 5000, serials 50,000 to 100,000. Illustrated articles on invention, popular science; numerous contests; scientific jokes. H. Gernsback. 1c to 10c, \$1 to \$3 for jokes, photos \$3, Pub.

Scientific American, 24-26 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. Orson D. Munn. 2c; Dept. items 1c, Acc.

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests and Forest Life, Lenox Bldg., Washington, D. C. (M-35) Popular forestry, wild life articles up to 2500, photos of forest oddities. Ovid M. Butler. \$5 up per printed page, photos \$1 up, Acc. No payment for verse.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Sport and golf articles up to 1500, golf short-stories up to 3000. Grantland Rice. Inc.

American Rifleman, 1108 Woodward Bldg., Washington, D. C. (M-25) Authentic gunsmithing, shooting, ammunition, ballistic articles. Lawrence J. Hathaway. Ind., Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (M-15) Boxing, weight-lifting, baseball, sport articles. Inc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse; no fiction. F. C. Lane. ½c to 1½c, Pub.

Birdies and Eagles Magazine, P. O. Box 834, Detroit, Mich. (M) Golf short-stories, articles, personality stories, 400 to 1500, verse up to 30 lines, miscellany, jokes. F. W. Leeseemann. 1c up, poetry 25c line, Acc.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, up to 3500. Ray P. Holland. 1c up, Acc.

Forest and Stream, 80 Lafayette St., New York. (M-25) Camping, fishing, hunting, sportsmen's articles, short-stories. W. M. Clayton. Inc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, trapping, fur-raising articles by practical authorities. A. R. Harding. ½c up, Pub.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles 1200 to 1500, out-of-ordinary golf news items, golf pictures. Wm. Henry Beers. 2c, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind. Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting, fishing articles. Low rates, Pub.

Outdoor Life, 1824 Curtis St., Denver, Colo. (M-10) Hunting, fishing, camping, exploration articles. J. A. McGuire; Harry McGuire, associate. Up to 2c, Acc.

Self-Defense, 1841 Broadway, New York. (M) Boxing, self-defense short-stories, articles about ring characters. Joe Burten. ½c, Pub.

Sports Afield, 542 S. Dearborn St., Chicago. (M-20) Hunting, fishing, camping. J. C. Godfrey, Jr. Low rates, Pub.

Sportsman, The, 10 Arlington St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Danielson; Frank A. Eaton, Mng. Ed. 2c, \$5 up for exclusive photos, Acc.

THEATRICAL, MOTION PICTURE

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Theatrical news, articles. 1c up, Pub.

Exhibitors Herald and Moving Picture World, 607 S. Dearborn St., Chicago. (M) Articles on construction, equipment, operation of theaters. Martin J. Quigley. Inc.

Motion Picture Classic, 1501 Broadway, New York. (M-25) Photoplay and satirical articles. Laurence Reid Fair rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion picture business and stars. Laurence Reid. Fair rates, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles, brief short-stories dealing with studio life. James R. Quirk; Frederick James Smith, Mng. Ed. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-25) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles, short-stories dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Secrets, Robbinsdale, Minn. (M-20) Movie interviews, features, photos. Roscoe Fawcett; Edw. R. Sammis, assistant. 2c to 3c, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York. (M-50) Theatre articles 1000 to 2500. Edith J. R. Isaacs. 2c, Pub.

Theatre Magazine, 2 W. 45th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Perriton Maxwell. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-25) Theatrical articles, news. Sime Silverman. Ind.

TRADE JOURNALS, MISCELLANEOUS

American Contractor, 173 W. Madison St., Chicago. (W) Building articles, news items for contractors 100 to 1000. R. D. Winstead. 1c, photos \$2.50 up, Pub.

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Murray Breese. High rates, Acc.

American Florist, The, 610 W. Van Buren St., Chicago. (W-10) Sales articles for retail florists 500 to 1300. W. F. Conley. ½c, Pub.

American Hatter, 1225 Broadway, New York. (M-50) Trade miscellany. E. F. Hubbard. ½c to 1c, Acc. \$2 for photos.

American Lumberman, 431 S. Dearborn St., Chicago. (W) Trade miscellany. A. L. Ford. About ½c, Pub.

American Paint and Oil Dealer, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles. J. Leyden White. Good rates, Pub.

American Perfumer, 81 Fulton St., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc. Ind., Pub.

American Resorts, 5 S. Wabash St., Chicago. (M-20) Practical resort operation articles 1000. G. P. Berkes. ½ to 1c, photos \$2.50, Pub.

American Restaurant, 5 S. Wabash Ave., Chicago. (M-20) Trade miscellany. 1c, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per M., Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-50) First person stories of concessionaires 500. Charles Wood. 1c, photos \$1.50 up, Pub. \$5 each for exclusive tips on new parks.

Autobody, 1819 Broadway, New York. (M-25) Technical articles dealing with automobile body construction. Richard Vail. 1c, Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories. L. E. Murray. 1c, Pub.

Aviation, 250 W. 57th St., New York. (W-20) News, features on aviation activities, technical articles, photos. R. Sidney Bowen, Jr. Good rates, Acc.

Bakers' Helper, 330 So. Wells St., Chicago. (2M-15) Business-building plans for bakers, technical articles. M. A. Morris. \$5 to \$15 page.

Baker's Weekly, 45 W. 45th St., New York. (W-10) Baking industry articles. 30c inch, Pub.

Beverage Journal, 431 So. Dearborn St., Chicago. (M) Concise retail distribution articles 500 to 1000. E. J. Sturtz. 1c.

Black Diamond, 431 S. Dearborn St., Chicago. (W-20) Practical, method articles in the coal field. Wm. B. Melton. ½c up, Pub.

Bus Age, 461 8th Ave., New York. (M) Technical articles on motorbus operation, maintenance, personnel, advertising. George M. Sangster. ½c, Pub.

Bus Transportation, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. 3/4c, Acc. News items, first 100 words 2 1/2c, balance each item 1/4c.

Butter and Cheese Journal, 501-515 Cherry St., Milwaukee. (W) Articles pertaining to butter, cheese and concentrated milk industries. E. K. Slater. About 1/4c, after Pub.

Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants 750 to 2000. W. B. Savell. 1/4c to 1c, photos 50c to \$1, Acc.

Chain Store Age, 93 Worth St., New York. (M) Trade miscellany covering administration, general merchandising, grocery, druggists' chain stores. Inc.

Chain Store Review, 1732 Graybar Bldg., New York. (M) Chain store operation articles. J. G. Donley, Jr., Inc.

Cleaners and Dyers Review, 128 Opera Place, Cincinnati. (M) Technical articles, success stories, proved merchandising plans. Gus Kepler. 1/4c, Pub.

Cleaning and Dyeing World, 3723 Olive St., St. Louis. (W) Technical articles, merchandising, advertising, window display, success stories. John L. Corley. About 1/4c, Pub.

Coast Banker, 576 Sacramento St., San Francisco. (M) News, features describing new developments and ideas in banking and finance. Geo. P. Edwards. 1/4c, Pub.

Commercial Car Journal and Operation and Maintenance, Chestnut and 56th St., Philadelphia. (M) Edited primarily for truck dealer, secondarily for the truck operator. Emphasis on illustration, brevity of text. Martin J. Koitzsch. Good rates, Pub.

Confectioners' Journal, 437 Chestnut St., Philadelphia. (M-25) Articles on wholesale and retail candy business methods. Eugene Pharo. Up to 1c, Acc.

Corset & Underwear Review, 1170 Broadway, New York. (M-25) Merchandising articles. Arthur I. Mellin. 1c, Pub.

Cracker Baker, Fisher Bldg., Chicago. (M-20) Manufacturing, distribution, general "methods" articles of interest to cracker industry. L. M. Dawson. 1c, Pub.

Dairy Products Merchandising, 711 Donovan Bldg, 2457 Woodward St., Detroit. (M) Articles 1000 to 2500 on successful merchandising campaigns. C. W. Esmond. 1c up, three months after Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Dairy plant, merchandising articles 1000 to 2000. E. C. Ackerman. 1c, photos \$1 to \$3, Pub.

Display Topics, 291 Broadway, New York. (M) Window-display, merchandising articles. Jerry McQuade. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 3/4c up, photos \$2, Pub.

Distribution Economy, 400 Lexington Ave., New York. Commodity handling and movement articles. Frank H. Tate. Fair rates, Pub.

Dog World, 1922 Lake St., Chicago. (M-20) Fact articles on dogs. Will Judy. 2c, Acc. (Overstocked.)

Domestic Engineering, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-25) Authenticated articles on selling and advertising decorative fabrics, photos. Prentice Winchell. Ind., Pub.

Druggist, The, 161 S. Front St., Memphis, Tenn. Helpful drug trade miscellany. 1/4c, \$2.50 for photos, Acc.

Druggist Circular, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett, Ind., Pub.

Drug Merchant, 408 W. 6th St., Oklahoma City, Okla. (M-15) Occasional articles on drug merchandising 100 to 200. Arthur O. Fuller. 1c, Pub.

Drug Topics, 291 Broadway, New York. (M-25) Merchandising articles 1500 to 2000. Novel drug news items. Jerry McQuade. 1c and 2c, Pub.

Drug Trade News, 291 Broadway, New York. (W) Drug news, national interest. Jerry McQuade. Inc.

Dry Goods Economist, 239 W. 39th St., New York. Dry goods trade articles. C. K. McDermut, Jr. 1 to 2c, Acc.

Drygoodsman, The, 16 Locust St., St. Louis. Merchandising ideas for department stores, interviews preferred, 50 to 600 or longer; illustrations. Mills Wellsford. 1c to 1 1/2c, \$1 to \$3 for photos, Acc.

Dry Goods Reporter, 215 S. Market St., Chicago. (M) Illustrated articles on merchandising policies by store departments 300 to 500, occasionally 800 to 1000. Photos of buyers, department heads and window displays. F. E. Belden. 1 to 1 1/2c, photos \$2 to \$3, Acc.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Few. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Articles on retail merchandising of electrical goods intended for domestic use up to 2000, illustrated, if possible. Rudolph A. August. Mng. Ed. 1c to 5c, Acc. and Pub.

Electric Refrigeration News, Maccabees Bldg., Detroit. (W) News of distributors, features on installations, sales, sales management, etc. F. M. Cockrell. 1c, Pub.

Electrical Record, 461 8th Ave., New York. (M-25) Illustrated dealer-contractor articles, stories of successful merchandising efforts by electrical companies. Stanley Dennis. 1c, photos \$3, Pub.

Electrical West, 883 Mission St., San Francisco. (M-25) Interested only in western electrical problems and plans. Wm. A. Cyr, Assoc. Ed. 1c, Pub.

Excavating Engineer, The, South Milwaukee, Wis. (M) Illustrated excavating articles. \$4 column, photos \$1, Pub.

Florists Exchange, 438 W. 37th St., New York. (W) News and merchandising features. E. L. D. Seymour, Ass. Ed. 1/4c, Pub.

Food Profits, 40 E. 49th St., New York. (M-25) Illustrated hotel restaurant operation articles, short "short-cut" items, human-interest articles, confessions with constructive slant 1500. Ray Fling. 1c up, Acc.

Fur Age Weekly, 47 W. 34th St., New York. (W) News of fur buyers. L. M. Hookbinder. 1c, Pub.

Furniture Age, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods of furniture merchants 500 to 1500. J. A. Gary. 1c, \$2 for photos, Pub.

Furniture Index, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on furniture merchandising. H. W. Patterson. Good rates, Acc. Query.

Furniture Journal, The, 666 Lake Shore Drive, Chicago. (M-35) Trade articles. Lee S. Arthur. Fair rates, Pub.

Furniture Record, 200 N. Division St., Grand Rapids, Mich. (M-30) Articles on furniture merchandising, advertising, display, radio merchandising in furniture stores. K. C. Clapp. 1c, photos \$1, Pub.

Garment Saleswoman, The, 416 Auditorium Garage Bldg., Cleveland, O. (M) Articles on sale and display of women's wear, personality sketches, etc., up to 1000. F. C. Butler. 1/4c, Pub.

Gas Age-Record, 9 E. 38th St., New York. (W) Technical articles, sales campaigns, unusual or difficult installations, etc. H. O. Andrew. 1/4c up, Pub.

Giftwares, 1181 Broadway, New York. (M-20) Illustrated articles on operating gift and art shops 500 to 1200. Lucille O'Naughlin. 1c, photos \$3, Pub.

Good Hardware, 79 Madison Ave., New York. (M-10) Illustrated idea articles 100 to 200, hardware trade articles 1200 to 1500, photos, trade jokes. Ralph E. Linder. 1c to 2c, Acc.

Hardware & House Furnishing Goods, 1606 Hurt Bldg., Atlanta, Ga. (M) Trade miscellany, Southern dealers. 1/4c, Pub.

Hardware & Implement Journal, 1900 N. St. Paul St., Dallas, Tex. (2M) Trade miscellany. 1/4c, Pub.

Hosiery Retailer, The, 166 Essex St., Boston. (M-25) Trade articles. James H. Stone. Ind., Pub.

Hotel Management, 40 E. 49th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. 1c, Acc.

House Furnishing Review, 71 Murray St., New York. (M-15) Merchandising articles 1000, biographies of house furnishing buyers with photo 300, fact items, fillers. Milton Byron, Asso. Ed. 1c, biographies \$7.50, Pub.

Ice and Refrigeration, 5707 W. Lake St., Chicago. (M) Ice-making, cold storage articles and news. J. F. Nickerson. Ind., Pub.

Ice Cream Field, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. B. Savell. 1/4c to 3/4c, photos 50c to \$1, Acc.

Ice Cream Review, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice-cream manufacturers and employees. E. K. Slater. 1/4c up, Pub.

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-20) Convention reports, technical articles, distribution methods. Goes to manufacturers. R. B. Smith. 1c, Pub.

Ideas for Printers, Lafayette, Ind. (M) Short articles on selling printing. Roger Wood. 1c, Pub.

Industrial Retail Stores, 420 Lexington Ave., New York. (M) Articles on company or employee-owned stores 750 to 1500. Louis Spilman. 1/4c to 1c, news 40c inch, photos \$1 to \$3, Pub. and Acc.

Industrial Woodworking, 802 Wulsin Bldg., Indianapolis, Ind. Articles on methods for commercial woodworking establishments. W. H. Rohr. Fair rates, Pub.

Inland Printer, 632 Sherman St., Chicago (M-40) Printing trade technical, business articles up to 4000. J. L. Frazier. \$10 page, Pub.

Institutional Jobber, 40 E. 49th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 2000, fact items, photos. Loring Pratt. 1c, Acc.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated articles on shop layouts, unusual methods, etc., 1500 to 2000. Charles A. Greig. 1c, \$1 per illustration, Pub.

Jewelers' Circular, The, 239 W. 39th St., New York. (W-25) Trade miscellany. 1/4c up, Pub.

Jewelry Trade News, 1505 Race St., Philadelphia. (W) Jewelry business articles, interviews, news. F. C. Emmerling. 1c, news 1/4c, Acc.

Jobbers Salesman, 53 W. Jackson Blvd. (M-15) Prefers signed articles by electrical wholesalers or salesmen, specifying their own experiences. W. H. McLaughlin. 1c, Pub.

Jobbers Topics, Tribune Tower, Chicago. (M) Automotive jobbing interviews. Ken Cloud. 1c, Pub.

Keystone, The, 1505 Race St., Philadelphia. (M) Jewelry store management and merchandising articles 1000 to 3000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch, photos \$1.50 to \$3, Pub.

Lamps, 215 4th Ave., New York. (M) Articles on merchandising lamps. James Rosenthal. 1c, Pub.

Laundryman's Guide, 504 Bona Allen Bldg., Atlanta, Ga. (M-20) Illustrated business-building articles, steam laundries, 750 to 2000. W. B. Savell. 1/4c to 3/4c, photos 50c to \$1, Acc.

Leather Progress, 1 Park Ave., New York. (M) Articles on uses of leather, photos. 2 to 5c, Acc.

Linens, 114 E. 32d St., New York. (M) Articles on linens, display, merchandising, interviews with buyers, news of market, inventions. L. J. Friedman. 1c, photos \$1.50 to \$3, Pub.

Los Angeles Apparel Gazette, 857 San Pedro St., Los Angeles. (M) Illustrated name-and-fact articles on the merchandising of men's and women's apparel. Lloyd L. Stagger. Good rates, Pub.

Luggage and Hand Bags, 1181 Broadway, New York. (M-10) Luggage retailing, display articles up to 2000. L. H. Ford. About 1c, photos \$3 to \$5, Pub.

Lumber Manufacturer & Dealer, 4660 Maryland Ave., St. Louis. (M-10) Woodworking technical, merchandising articles up to 1500; fact items on woodworking. Ralph T. McQuinn. 30c inch, Pub.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (W-5) Jewelry business articles 1200. Wm. W. Lyon. 1/4c, Pub.

Meat Merchandising, 109 S. 9th St., St. Louis, Mo. (M) Articles 500 to 1500 of interest to meat retailers. H. G. Heitzberg. 1c, photos \$3, Pub.

Merchandising Ice, 5707 West Lake St., Chicago. (M-25) Articles related to sales plans, advertising displays and special features or developments covering ice refrigerators, or other ice-using equipment. J. F. Nickerson. 1/4c to 1c, Acc.

Metalcraft, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on metal work. H. W. Patterson. Good rates, Acc. Query.

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution and actual selling and delivering of it. E. K. Slater. 1/4c, Pub.

Millinery Trade Review, 1225 Broadway, New York. Sales ideas, successful merchandising methods, window displays, business changes. Charles Steinecke, Jr. 1c, photos \$2, clippings, ads, \$1, Pub.

Modern Stationer, 1181 Broadway, New York. (M-25) Trade miscellany. David Manley. 1c, \$3 for photos, Pub.

Mortuary Management, 1095 Market St., San Francisco. (M) Articles on successful Western morticians and their methods. Charles W. Berg. About 1c, Acc.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. 1/4c up, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 per page, Pub.

National Cleaner & Dyer, 101 W. 31st St., New York. (M-20) Success stories, technical articles, window displays, advertising, salesmanship articles. Henry Nonnez. Fair rates, Pub.

National Hotel Review, 221 W. 57th St., New York. (W) News. Limited number of features for operation and maintenance section. W. L. Cook. Low rates, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-20) Trade miscellany. F. R. Bentley. 1/4c to 1c, Acc. (Overstocked.)

National Laundry Journal, 461 8th Ave., New York. (M-25) Laundry articles 1500 to 3000. M. F. Tobias. 23c inch, Pub.

National Printer Journalist, 129 E. Michigan St., Milwaukee. (M-25) Actual, used experiences in any department of printing and newspaper business 150 to 350. John L. Meyer. 1c up. Double space rate for cuts.

National Retail Lumber Dealer, 624 Hurst Bldg., Chicago. (M) Trade miscellany. Lyman M. Forbes. 1c, photos \$2, Pub.

Northwestern Confectioner, 405 Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. 1/4c, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W & M) Technical articles on new developments; descriptive, on new milling plants, successful feed enterprises; inspirational and experience articles on merchandising methods; retail bakery success stories, illustrated, about 3000. Carroll K. Michener, Ass. Ed. About 1c, Acc.

Office Appliances, 417 S. Dearborn St., Chicago. Articles on selling office equipment. Fair rates, Pub.

Oil Engine Power, 220 W. 42d St., New York. (M) Articles on oil engine uses. J. Kuttner. 1c, Pub.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Trade miscellany. 1/4c, Pub.

Pacific Caterer, 601 Lloyd Bldg., Seattle, Wash. (M-20) Articles on successful methods in restaurants, new restaurants, 500 to 1000. Paul V. Jensen. 1/4c, Acc.

Pacific Drug Review, 35 N. 9th St., Portland, Ore. (M-25) Drug merchandising articles. Albert Hawkins. Low rates, Pub.

Pacific Retail Confectioner, 35 N. Ninth St., Portland, Ore. (M) Trade-building articles for retail confectioners, soda-fountain owners 500 to 2000. F. C. Felter. \$5 page, Pub.

Packing and Shipping, 30 Church St., New York. (M-25) Illustrated articles on packing and handling merchandise 3000 to 5000. S. A. Wood Jr., 1/4c to 1c, Pub.; photos \$1 to \$2.

Petroleum Age, 500 N. Dearborn St., Chicago. (M) Articles on handling and distribution of petroleum products, successful service stations, etc. Keith J. Fanshier. 25c inch, Pub.

Petroleum Marketer, The, P. O. Box 562, Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About 1/4c, Pub.

Plumbers' and Heating Contractors' Trade Journal, 239 W. 30th St., New York. (2-M) Merchandising features showing how plumbers sell more goods, photos. Query editor, Treve H. Collins. Good rates, Acc.

Power, 10th Ave. at 36th St., New York. (W-15) Technical articles on power generation 3000 or less. Writers must be engineers or factory executives. F. R. Low. No fixed rate, Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Power plant operation articles. Arthur L. Rice. 3/4c, Pub.

Printing, 41 Park Row, New York. (W-20) Human-interest articles, employer's viewpoint, 500 to 2000. Walter McCain. 27c inch up, Pub.

Printing Industry, The, 81 W. Van Buren St., Chicago. Practical printing articles 750 to 3000. Magnus A. Arnold. 1 to 2 c, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph E. Linder. 1c to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Booksellers' miscellany. R. R. Bowker, F. G. Melcher. 1c, Acc.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. L. R. Gurley. 50c inch, Pub.

Refrigeration, Walton Bldg., Atlanta, Ga. (M-10) Name and fact stories on ice refrigeration and merchandising of ice. William F. Cox. 25c inch, Pub.

Restaurant Management, 40 E. 49th St., New York. (M-25) Restaurant operation articles 100 to 1500; biographical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes. Ind., Acc.

Retail Furniture Selling, 54 W. Illinois St., Chicago. (M-10) Articles on assignment only. K. A. Ford. 1c to 1/4c, \$2.50 for photos, Pub. (Correspondents employed.)

Retail Ledger, 1346 Chestnut St., Philadelphia. (2M-15) Large store management, retail business articles, illustrations. Wm. Nelson Taft. 1c, \$3 for photos, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W) Idea articles for tobacco stores. H. B. Patrey. Ind., Pub.

Rock Products, 52 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood.

Salvage, 150 Lafayette St., New York. (M-25) Articles on industrial salvage, utilization of waste products, 2000 to 3000, photos. Very low rates, Acc.

Sanitary and Heating Engineering, 239 W. 39th St., New York. (M-25) Interviews with successful plumbing and heating concerns, methods articles. C. B. Hayward. 1c, Pub.

Savings Bank Journal, 11 E. 36th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. A. M. Tibbets. 1/2c, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.

Service Station News, 417 Montgomery St., San Francisco. (M) Articles on service station operation. R. H. Argubright. Good rates, Pub.

Shoe Executive, 501-515 Cherry St., Milwaukee. (M) Goes to shoe factory operators and managers. Articles showing better merchandising methods and more economical production. E. K. Slater. Fair rates, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news 1/2c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes, epigrams. A. V. Fingulin. 1/2c to 1 1/2c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains and soda lunches. 25c inch, Pub.

Southern Funeral Director, Atlanta, Ga. (M) Articles of interest to Southern morticians. Wm. F. Cox. 25c inch, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Trade miscellany. 1/2c up, Pub.

Southwestern Retailer, Wholesale Merchants' Bldg., Dallas, Tex. (M) Articles, interviews with successful retail dealers of Southwest. Joe Buckingham. 1/2c to 1 1/2c, Pub.

Spice Mill, The, 97 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. B. F. Simmons. 1/2c to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Trade miscellany, illustrated reviews on merchandising, store arrangement, news reports on store activities. C. T. Felker. 1/2c and up, Pub.

Sporting Goods Journal, 101 W. 31st St., New York. (M-10) Sporting goods and Dept. store merchandising articles, trade news. H. C. Tilton. 1/2c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Trade miscellany. A. Stritmatter. Fair rates, Pub.

Taxi News, 220 W. 42d St., New York. (M-10) Short humorous or technical articles relating to taxicabs, brief humorous verse. Edward McNamee. Ind., Acc.

Taxi Weekly, 54 W. 74th St., New York. (W-5) Illustrated taxicab industry articles up to 1500; news stories. H. A. Brown. \$2 column, Pub.

Tile Talk, 507 W. 33d St., New York. (Bi-M-10) Tile articles 800 to 1000. Edwin G. Wood. 1c, Acc.

Tires, 420 Lexington Ave., New York. (M) News and features covering retail tire trade. Jerome T. Shaw. 1/2c, Pub.

Toilet Requisites, 250 Park Ave., New York. Merchandising articles. Donald Cowling. 1c, Pub.

Tractor and Equipment Journal, 551 5th Ave., New York. (M) Selling stories covering tractors, power farming equipment. Kelvin Johnston. Good rates, Pub.

Western Barber and Beauty Shop, 312 E. 12th St., Los Angeles. (M) Methods articles concerning Pacific Coast barbers and beauty shop operators. Michiel J. Phillips. 1/2c up, Pub.

Western Confectioner, 57 Coast St., San Francisco. (M-25) News and features of Western confectioners. Russell B. Tripp. Fair rates, Pub.

Western Florist, 312 E. 12th St., Los Angeles. (W) News and features of successful florists. M. J. Phillips. 1/2c up.

Western Wood Worker, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews, Western locale, 1000. Nard Jones. 1/2 to 1c, Pub.

Wholesale Druggist, 291 Broadway, New York. (M) Concrete business articles. Jerry McQuade. 1c up, Pub.

Wholesaler-Salesman, 239 W. 30th St., New York. (M) Illustrated articles on plumbing and heating wholesale activities, management, personality sketches, etc., 1000 to 2000. Treve H. Collins. 1c up, Acc.

Wood Working Industries, 4th St. at Clinton, Jamestown, N. Y. (M) Technical wood-working management and production articles. H. W. Patterson. Good rates, Acc. Query.

LIST D

Juvenile and Young Peoples' Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys. Short-stories 3000 to 5000, serials 40,000 to 60,000, fact articles dealing with older boy interests 50 to 4000, one-act plays, short poems. George F. Pierrot. 2c up, photos \$2, Acc.

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action, short-stories 3500 to 4500, handicraft, vocational, athletic articles 3000 to 3500. Miss Margaret Moehrie. 1c up, Acc.

American Newspaper Boy, 15 W. 5th St., Winston-Salem, N. C. (M) Short-stories of inspiration to newspaper carrier boys 1200 to 2000. Bradley Welfare. 1/2c, Acc.

Beacon, The, 25 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories 1800 to 2000; serials, verse, miscellany. Miss Marie W. Johnson. 1/3c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. \$3 to \$5 per M., Acc.

Boys' Flying Adventures, 1926 Broadway, New York. (W-10) Blood-curdling air-interest short-stories 3000 to 7000, for boys (heroes over 18) in the air; serials 20,000, flying items. Capt. Edwin T. Hamilton. 1c, Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Out-of-door adventure, sport, achievement short-stories up to 5000, serials up to 30,000, short verse; articles up to 2000. James E. West. 1c up, Acc.

Boy's Weekly, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 10 to 15. Wholesome adventure short-stories 800 to 1200; serials 4 to 12 chapters, articles, verse; editorials 200 to 600; fact items, fillers 200 to 400, \$3 to \$5 per article or story; verse \$1 to \$2; photos 50c to \$1, Acc.

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2500 each, scientific, success articles up to 500, success, curiosity, scientific news items, miscellany. D. C. Cook, Jr. 1/2c up, verse 10c line, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Interesting, realistic short-stories and boys' material up to 1800. Rose Waldo. 1/2c to 1c, Acc. (Overstocked.)

Child Play, 2219 W. 110th St., Cleveland, O. (M-15) Ages 5 to 11, short-stories 500 to 1000, short verse; games for things to do and make. M. S. Schoenberger. 1c, Pub.

Children's Buddy Book, The, 93 Massachusetts Ave., Boston. (M-15) Scientific articles for young children, short-stories up to 1500, serials for boys and girls 8 to 9, wholesome humor, educational novelties. D. E. Bushnell. Up to 1c, Pub.

Children's Hour, The, 470 Stuart St., Boston. Children's articles, short-stories, drawings, puzzles, music, etc. Rose Saffron. 1/2c up, Acc.

Children's Hour, The, W. Terre Haute, Ind. (M) Children's short-stories 1000 to 1500, verse, games, articles on child training for parents 1000 to 1500. Edna Lloyd Conannon. 1/2 to 1c, Pub.

Child's Gem, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Very young children. Short-stories up to 500; nature articles 100 to 300, short verse; \$1 to \$3 for stories, articles; \$1 to \$2 for verse, photos 50c to \$1, Acc.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages. Wholesome short-stories 2000 to 2200, fact items 300 to 1000, how-to-make-it articles, Bible puzzles, photos. Charles G. Trumbell; John W. Lane, Asso. \$15 a story, fillers \$6 M, puzzles \$1 to \$3, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500, illustrated articles 1000 to 2500, fact items 200 to 1000. A. D. Moore. 1/2c to 1c, Acc.

Countryside, D. C. Cook Pub. Co., Elgin, Ill. (W) Family reading. Farm life short-stories 1500 to 2000, serials up to 18,000, articles, miscellany. Helen Miller Stanley. ½¢ up, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 4 to 8. Short-stories under 800, short articles, talks to mothers, illustrated verse. No fairy stories. David C. Cook, Jr. ½¢ up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1500, nature and human interest essays 1000, short-stories of interest to young people 1500 to 2000, short verse. W. E. J. Gratz. 1/3¢ to ½¢, photos \$2 to \$5, Acc.

Every Child's Magazine, 416 Arthur Bldg., Omaha, Nebr. (M) Boys and girls about 12. Short-stories 2000; travel articles. Few fairy stories. Low rates, Pub.

Everygirl's Magazine, 41 Union Square, New York. (M-12) Camp Fire Girls' Publication; short-stories 2500 to 4000, novelettes 15,000 to 20,000, articles 500 for girls 16 to 18. C. Frances Loomis. Ind., 3 weeks after Acc.

Forward, Presbyterian Bd. of Christian Education. Witherspoon Bldg., Philadelphia. (W) Young People, high school age up. Short-stories 2500 to 3000, serials up to 8 chapters, illustrated articles, miscellany. ½¢, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, Acc., poems 50¢ to \$2.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young People, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, general-interest articles 1500 to 2500, verse, miscellany. O. T. Anderson. \$3 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Ages 12 to 18. Short-stories 2400 to 3000, out-of-door type, serials, articles, miscellany. 1/3¢ up, Acc. (Overstocked.)

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. \$3 to \$5, Acc.

Girls' Companion, D. C. Cook Pub. Co., Elgin Ill. (W) Girls 13 to 17. Short-stories 2000 to 3000, serials 6 to 8 chapters 2400 each, illustrated articles 800, editorials 1200 to 1400 and under 800. David C. Cook, Jr. ½¢, verse 10¢ line, photos \$1.50 to \$3, Acc.

Girls' Weekly, The Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 9 to 15. Adventure, achievement short-stories 1200, serials 4 to 12 chapters 1200 each, nature, religious verse up to 5 stanzas; information fillers 200 to 400; short editorials. Hight C. Moore. \$3 to \$5 per story or article; verse \$1 to \$2; photos 50¢ to \$1, Acc.

Girls' World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Short-stories 2500, serials, miscellany. ½¢, Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, miscellany. ½¢ up, Acc.

John Martin's Book, 33 W. 49th St., New York. (M-40) Material for children under 10. John Martin; Helen Waldo, assistant. 1¢, Acc. (Overstocked.)

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (W) Short-stories 1500, serials, miscellany. Robert P. Anderson. ½¢, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1¢, Pub.

Junior Joys, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. 1/5¢, Pub.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, illustrated; verse. ½¢, Acc.

Juniors, M. E. Church South, 810 Broadway, Nashville, Tenn. (W) Brief short-stories, articles, poems, for younger children. Estelle Haskin, Katherine Tatom. Inc.

Junior World, Christian Bd. of Pub., 2710 Pine St., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informational articles 200 to 600, jokes, skits, anecdotes. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials, miscellany. Owen C. Brown. \$5 per M., Acc.

Kind Words, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, teen ages. Adventure, achievement short-stories 1200 to 2000, serials 4 to 12 chapters: descriptive, biographical, historical articles 600 to 1800; nature, religious verse up to 5 stanzas. Hight C. Moore. ½¢, verse \$1 to \$2.50, photos 50¢ to \$1, Acc.

Kindergarten Primary Magazine, 276-280 River St., Manistee, Mich. (Bi-M-20) Ages 4 to 6. Short-stories, verse. Low rates, Acc. (Overstocked.)

Little Learners, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 4 to 8, short-stories under 800, short articles, talks to mothers, illustrated verse. David C. Cook, Jr. ½¢ up, Acc.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. Ages 12 to 14. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Adventure stories 500 to 700. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ¼ to ½¢, Pub.

Onward, Box 1176, Richmond, Va. (W) Young people. Short-stories, serials dealing with character development and ideals. Louise Slack. \$3 to \$5 per M., Acc. (Overstocked.)

Open Road for Boys, The, 130 Newbury St., Boston. (M-15) Boys' interests. Outdoor life, aviation, sport, adventure, school-life, humor, short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1¢, Acc. and Pub.

Our Little Folks, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to ½¢, Acc.

Our Little Ones, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. ½¢, Acc.

Picture Story Paper, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. ¾¢ to 1¢, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 to \$4 per M up, verse 50¢ stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Boys 9 to 14. Short-stories 2200 to 2500, serials up to 8 chapters, miscellany, illustrated articles 800. 2/5¢ to ½¢, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W) Girls, 9 to 15. Short-stories 1500 to 3000, serials 20,000 to 25,000, articles, miscellany. Wilma K. McFarlan. Fair rates, Acc.

Puzzler Magazine, M. P. Gould Co., 454 4th Ave., New York. (M) Inspirational short-stories for boys and girls of teen ages, also adults, 1000. Edna Mayo. 1¢, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 9 to 14. Short-stories, 2000 to 2500; serials, articles 500 to 700, photos, miscellany. 2/5¢ to ½¢, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Gratis) Boys 5 to 16. Adventure, animal, boy interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. 2/3¢, Acc.

St. Nicholas, Century Co., 353 4th Ave., New York. (M-35) Boys and girls, 10 to 18. Short-stories 1500 to 3500, serials, informative articles, verse. George F. Thomson. 1¢ up, Acc. and Pub. (Overstocked.)

Storyland, Christian Bd. of Pub., 2712 Pine St. St. Louis. (W) Children under 9. Short-stories 300 to 1000, "Things-to-do" articles 300, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Sunbeam, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Little folks. Short-stories up to 500, verse. ¾¢ to ½¢, Pub.

Sunbeams, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not more than 400 with illustrations. Fair rates, Acc.

Sunshine, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Children under 10. Short-stories not more than 400. Fair rates, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys, 9 to 15. Wholesome adventure short-stories 2000 to 3000, serials of character development 20,000 to 30,000, articles 500 to 1200, editorials 200 to 500, verse 12 to 20 lines, fact items. Alfred D. Moore. ½¢ up for articles, fiction 1¢ up, verse \$2.50 to \$10, photos \$1 up, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls, 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, articles 1800; miscellany. ½¢ up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, O. (W) Short-stories, moral tone, miscellany. Low rates, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-20) Children 6 to 12. Uplifting short-stories 800 to 1200, serials 2500 to 6000, verse, puzzles. Imelda Octavia Shanklin. Up to 1¢, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3c, Acc.

What to Do, D. C. Cook Pub. Co., Elgin Ill. (W) Boys and girls 9 to 12. Short-stories 2000 to 2500, serials under 6 chapters 2500 each, articles, editorials up to 800. Helen Miller Stanley. \$5 per M up, Acc.

Young Churchman, The, 1801 Fond du Lac Ave., Milwaukee, Wis. (W-5) Material for boys and girls 10 to 15. Pearl H. Campbell. Moderate rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Edith Grier Long. Moderate rates, Pub. No payment for verse.

Young Israel, 11 W. 42nd St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 1500, verse (overstocked). Elsa Wehl. Under 1c, \$3 to \$5 for verse, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2000 to 3000, serials, articles, miscellany. Owen C. Brown, 1/4c, Acc.

Young People's Friend, 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles 1000 to 2500, short-

stories 2000 to 2500, serials 2500 to 3000, editorials, essays 200 to 1500, verse 3 to 28 stanzas. L. Helen Percy. 8c column inch, verse 5c line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Feature and inspirational articles under 1500, short-stories to 3000, serials 13,000. Boys and girls, teen ages. \$4 to \$5 per M, Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls, 17 to 25. Short-stories 2500, serials up to 8 chapters, illustrated articles, miscellany. Helen Miller Stanley. \$5 per M up, Acc.

Youth's Companion, The, 8 Arlington St., Boston. (M-20) Family reading, boys and girls all ages, short-stories, serials, complete novels, miscellany, verse. Eric Hodgins; Helen Ferris, associate. 1c to 3c, Acc.

Youth's Comrade, The, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school age and up. Short-stories 2000, serials, articles, miscellany. Low rates, Pub.

Youth's World, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories up to 2500, serials 4 to 8 chapters 2500 each, articles 100 to 1000, editorials up to 500, fact items 50 to 100. Owen C. Brown. 1/4c, photos 25c up, Acc.

THE AUTHOR & JOURNALIST ANNUAL

Handy Market List of Syndicates

MARCH, 1929

The syndicates do not offer the eager market for contributions that many writers imagine. They are more difficult to please, as a rule, than the general magazines, having very specialized requirements. Staff writers and artists furnish the bulk of their material, but suggestions and features from free-lance contributors are considered by the majority. Because their contracts with newspapers usually are made in advance, features that run in series and may be used over a long period stand the best chance. Rates and methods of payment vary. A frequent plan is payment on a basis of royalty or percentage (usually 50%) of the net receipts. Few syndicates purchase fiction direct from the author. As a rule, they arrange for the second-serial rights to very popular books. A good many newspaper serials are written under contract by authors who have made good in this field. The editor or person who passes on material is named at the end of each paragraph of description herewith, but it is advisable to address the company rather than an individual. When no information has been furnished in response to our questionnaire, we list the name and address of the syndicate, but it is probable that such concerns do not care to consider submitted manuscripts.

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Acme News Pictures, Inc., 461 8th Ave., New York. News photos. R. P. Dorman.

Adams (George Matthews) Service, 250 Park Ave., New York. Comics, cartoons, feature treatment of news, first and second serial rights to fiction serials, editorial matter. Obtains material chiefly from regular sources. Nothing desired that does not lend itself to daily and continuous release throughout the year. Payment at flat rates and on weekly and monthly percentages. Jessie A. Sleight.

Affiliated Press Service, National Press Bldg., Washington, D. C. Scientific, business, human-interest features, obtained largely from regular correspondents. Buys small amount from free-lance contributors. Considers feature articles, news features, news pictures. Interested in good photos, especially on science and human-interest topics, but while careful attention is given to contributions, prefers to be queried. Payment as arranged on acceptance, or on percentage basis. Walter Raleigh.

American News & Features, Inc., 1650 Broadway, New York. Chester L. Weil.

Army and Navy News Service, National Press Club, Washington, D. C. Service news, staff-written; buys no outside matter. S. F. Tillman.

Associated Editors, Inc., Room 940, 440 S. Dearborn St., Chicago. "Material of following types will be examined from all sources: Comic strips; one column comics; comic copy suitable for one or two column drawings (art, either by contributor or staff member); sports features; timely epigrams on current sports affairs; material suitable to woman readers; material suitable for weekly page for

boys and girls; any new idea suitable for newspaper syndication; all material with or without illustration. We want no beauty hints, cooking recipes, poetry, stories, news features, amateur art work. MSS. returned within two weeks, if stamped, addressed envelope is enclosed. Payment on royalty basis." E. L. Tinzmann.

Associated Newspapers, 270 Madison Ave., New York. General features, bedtime stories, puzzles, daily poems, etc., obtained through regular sources. W. P. Sarver.

Associated Press Feature Service, 383 Madison Ave., New York. A branch of the Associated Press; not likely to accept free-lance contributions. L. C. Stratton, editor.

Associated Press Photo Service, 544 W. 43d St., New York. News photos. N. A. Huse.

Audio Service, 326 Madison St., Chicago. Radio programs, radio features, etc., prepared by staff. Joseph Fischer, editor.

Autocaster Service, 225 W. 39th St., New York. Serials, cartoons, special features, humor, news photos, editorials, prepared by regular contributors and staff. Considers very unusual news pictures, occasional feature articles about 700 words. "All features are arranged for; occasionally some real new idea can get across here, but we are more or less stacked up and planned in advance for months. Write querying us, giving full details of feature you propose." Buys second serial rights to serials by very prominent authors. Rates by arrangement. Fred J. Runde.

Bain News Service, 255 Canal St., New York. News photos. Considers submitted news pictures. George Grantham Bain, editor.

Bell Syndicate, Inc., 154 Nassau St., New York. Articles, comic strips, fiction, special features in series; second serial rights to serials and short-stories. Obtains material chiefly from regular sources; very little purchased from free-lance contributors. Payment usually on 50-50 basis after publication. Geo. E. Lardner.

Big News Features, Inc., 350 Hudson St., New York. Buys material from free-lance contributors. Considers first and second serial rights to serials, feature articles, crossword puzzles, news features and pictures, scientific and specialized material, work of comic artists. Plan of payment not specified. W. L. Wardell.

Bond-Barclay Syndicate, 1861 Tioga St., Philadelphia. Fillers of various kinds, poems, editorials, etc., obtained from regular sources. Not in market for material except possibly an exceptionally good food story of 700 words by one who has had experience. Richard S. Bond.

Cambridge Associates, 174 Newbury St., Boston. Business and finance material chiefly prepared by staff, some from free-lance contributors. Considers business feature articles, news features, work of columnists. Payment on acceptance at varying rates. Aaron M. Jones.

Capital News Service, National Press Bldg., Washington, D. C., Washington correspondence. Maxine Davis.

Central Press Association, 1435 E. 12th St., Cleveland, O., and 460 W. 34th St., New York. Blanket news and feature service. Uses spot news and spot news pictures. Leslie P. Eichel.

Chicago Daily News Syndicate, 1 N. Canal St., Chicago. Syndicates features prepared for Chicago Daily News. James L. Haughteling.

Chicago Journal of Commerce Syndicate, 12 E. Grand Ave., Chicago. Financial material. Obtains all material through staff. Arthur A. Judd.

Chicago Tribune Newspapers Syndicate, Tribune Tower, New York. Comics, fiction, humorous articles, women features, cartoons, health, fashions, etiquette, care of children articles, feature pages. Considers free-lance contributions. Buys first serial rights to serials and short-stories, feature articles, news features, scientific material, comic art, occasional crossword puzzles, and any material metropolitan newspapers may need. Submit general material direct. All fiction should be submitted to Fiction Editor, care of Chicago Tribune, 247 Park Ave., New York. Payment at good rates, usually on acceptance. Arthur W. Crawford.

Columbia Newspaper Service, 799 Broadway, New York. Obtains all material from regular sources; does not consider unsolicited material. Thos. A. Webb.

Cosmos Newspaper Syndicate, Inc., 70 5th Ave., New York. General syndicate. All material obtained from regular sources.

Couch Publishing Company, 521 Bond Bldg., Washington, D. C. Business news obtained from regular sources. Ralph F. Couch.

Current News Features, Inc., 520 Star Bldg., Washington, D. C. Big features such as ocean flights or polar expeditions. Buys second serial rights to a few non-fiction books. Not interested in single news stories. Pays by 50% royalty.

Devil Dog Syndicate, 154 Nassau St., New York. Authentic sports matter. Considers free-lance submissions. Feature articles must run in series of at least 15 daily installments. Pays by outright purchase on acceptance. Thomas W. Mack.

Dominion News Bureau, Ltd., 455 Craig St., W., Montreal, Canada. Represents in Canada various U. S. syndicates, NEA Service, Bell Syndicate, United Feature Syndicate, etc. Handles a limited amount of material from free-lance contributors in Canada. "It is doubtful if there would be a sufficient market in Canada for features requiring any extensive art work." W. E. Hopper.

Dorr News Service, 9 Charles St., New York. Art and exploration features; pictorial art features with news value. Material received chiefly from regular sources, but is open to material, including pictures, from free-lance contributors. Best to query first. Payment on publication on percentage basis. Charles Henry Dorr.

Doubleday-Doran Syndicate, Garden City, New York. Important memoirs and established fiction, obtained through regular sources. Rarely purchases from free-lance writers. Ralph H. Graves.

Eastern Newspaper Service, Little Bldg., Boston. Animal stories, natural history, children's stories. Material purchased from authorities, staff writers, free-lance contributors. Payment at indefinite rates on acceptance. James Dempsey.

Editors Copy, Orangeburg, S. C. Copy for county seat newspapers prepared by staff. May be interested in free-lance contributions later but not now. Hugo S. Sims.

Ellis Service, Swarthmore, Pa. Buys no outside material.

Famous Books and Plays, Inc., 312 Buhl Bldg., Detroit. Supplied through regular sources. J. H. Beebe.

Famous Features Syndicate, 1819 Broadway, New York. Specializes in series based on news. Purchases material from free-lance writers. Buys first serial rights to serials, feature articles, news features; interested in seeing the work of columnists. Payment on acceptance at agreed rates. Leslie Fulewider.

Feature News Service, Times Annex, New York (aligned with the New York Times). Syndicates "spot news" features, also news features, such as explorations, long-distance flights, etc. Buys from free-lance contributors. Pays by outright purchase or on percentage basis. Jesse S. Butcher.

Financial Press Service, 730 5th Ave., New York. Financial feature articles, news pictures, usually furnished by staff. Interested in work of columnists. No definite plan of payment; depends upon the circumstances. Kenneth S. Van Strum.

Fining Press Syndicate, 1213 International Life Bldg., St. Louis, Mo. News and human-interest features. Cannot consider submitted material. Joseph N. Fining.

Fotograms News Photo Service, 129 E. 27th St., New York. News pictures. Alexander Starlight.

Fun Shop (The), 1475 Broadway, New York. Humor-epigrams, jokes, anecdotes, poems, burlesques, satires, bright sayings of children. Purchases bulk of material from free-lance writers. Must be original and hitherto unpublished. Payment at \$1 to \$10 per contribution; 25 cents to \$1 per line for poetry. Maxson Foxhall Judell.

Gilliams Service, 32 Union Square, E., New York. Invites no contributions.

Globe Photo Syndicate, Bloomington, Ill. Considers photos from anyone of good art and national interest. Kodak pictures are useless. Photos must be clear and capable of reproduction. Payment at \$1.50 to \$3 per photo, depending on quality and uniqueness, on acceptance. E. E. Pierson.

Graphic Syndicate, Inc., 350 Hudson St., New York. General features for blanket service obtained through regular sources. Considers submitted material. W. L. Wardell.

Handy Filler Service, 141 Drumm St., San Francisco. All material furnished by staff.

Haskin Service, 21st and C Sts., N. W., Washington, D. C. Information service relative to government. Buys no outside material. Frederic J. Haskin.

Heinl Radio News Syndicate, Insurance Bldg., Washington, D. C. All articles written by R. D. Heinl.

Herbert Photos, Inc., 480 Lexington Ave., New York. Buys news and specialized photos, work of comic artists. Pays \$3 per photo on acceptance, other matter 50-50 basis. Powell M. Gulick.

Holmes Feature Service, 135 Garrison Ave., Jersey City, N. J. General business, theatrical, motion picture, scientific, news, photos and features. Needs chiefly filled by staff correspondents, but buys some material from free-lance contributors. Material must be exclusive. On spot news and photos use air mail. Payment by outright purchase either on acceptance or publication, at average rates. George R. Holmes.

Houghton Mifflin Co. Syndicate, 2 Park St., Boston. Syndicates only material from Houghton Mifflin authors and publications. W. B. Pratt.

International Feature Service, 2 Columbus Circle, New York. Branch of King Features Service, which see.

International Illustrated News, 266 William St., New York. News photos. Ray Dovell.

International Newspaper Syndicate, 2016 Pierce Mill Road, Washington, D. C. Popular science; feature articles with illustrations; interviews with notables on serious and important topics suitable for international syndication; must be of outstanding importance. Obtains material from regular sources, but new matter is considered. Must be continuous and exclusive. Payment on percentage basis. Paul V. Collins.

International Newsreel, 210 South St., New York. News photos. R. E. Boyd.

International Press Bureau, 118 N. La Salle St., Chicago. Fiction by established writers. Not in market for unsolicited contributions. William Gerard Chapman.

International Syndicate, 1506 Guilford Ave., Baltimore, Md. General features. Obtains all material from regular sources. R. Maurice Miller.

Independent Syndicate (The), 15 W. 44th St., New York. Syndicates material of unrestricted type, but it must embody an underlying idea that is entirely original. Glad to look at new feature ideas, but prefers that they come from experienced newspapermen, with newspaper editorial point of view. Fundamental idea must be original, and must have possible appeal to a comparatively large percentage of a newspaper's readers. Buys first serial rights to serials of newspaper type, 70,000 to 80,000 words, feature articles in series, work of comic artists. Payment on a percentage basis. Lester Lear.

Jersey Feature Service, 319 21st St., Union City, N. J. General news, political features. Not interested in contributions. Leo J. Hershderfer and Irving A. Brody.

Kay Features, Inc., 1650 Broadway, New York. M. Koenigsberg.

Kent Press Service, 1456 Monadnock Bldg., Chicago. Not interested in submitted material. Carl Haessler.

Keyes Religious News Service, Peru, Ind. A church page. Matter obtained through Associated Editors, Inc., but considers church page news features from free-lance contributors. J. L. Keyes.

Keystone Feature Service, 1211 Commonwealth Bldg., Philadelphia. General features, novelettes, tabloid tales. A. S. Freed.

King Editors' Features, 99 Oxford St., Glen Ridge, N. J. Considers material relating to retail merchandising of trade-paper, house-organ appeal. Payment on royalty basis. A. Rowden King.

King Features Syndicate, 2 Columbus Circle, New York. Comic strips, daily and Sunday articles, etc. Carefully considers all material submitted. Buys short-stories, 1000 words; first or second serial rights to serials, 30,000 to 40,000 words; feature articles; crossword puzzles; news features; news pictures; essays; work of columnists, comic art. "Enclose stamped wrapper for return." Payment by arrangement. Allied with Newspaper Feature Service, International Feature Service, Premier Syndicate.

Ledger Syndicate, Independence Square, Philadelphia. Comics, cartoons, serials, fashion articles, beauty articles, interviews with and articles by celebrities, woman's page features, puzzles, short-stories. Material furnished by contributors of long standing; a small part purchased from free-lance writers. Considers first or second serial rights to serials, 80,000 to 100,000 words, and short-stories, 2500 or 1000 words; feature articles and news features of or by celebrities, 2500 words, comic art. No news pictures. Amateur work not desired; wants contributors of established reputation. Payment, 50 per cent of gross receipts. John Ellreth Watkins.

Livshin Cartoon and Art Service, 815 Madison St., Syracuse, N. Y. Syndicates cartoons of all kinds, plus occasional art work. Considers free-lance contributions from comic artists, especially with appeal to the sophisticated adult, also comical poems, jokes and wisecracks. Payment on acceptance at relative value. Will Livshin.

McLean (Eugene) Newspaper Features, 827 Folsom St., San Francisco. No material purchased from free-lance contributors. Eugene McLean, editor.

McClure Newspaper Syndicate, 373 4th Ave., New York. General features; short-stories of 1200 words; very little from free-lance contributors. Harold Matson.

McCoy Publications, Inc., 1007 Builders Exchange Bldg., Los Angeles. Syndicates only health talks by Dr. Frank McCoy.

McNaught Syndicate, Inc., Times Building, New York. Cartoons, humor, special features of popular nature. Buys from free-lance contributors. Payment by division of gross proceeds. Charles B. Driscoll.

Metropolitan Newspaper Service, 150 Nassau St., New York. Fiction, comics, and special articles to order only.

Miller News Picture Service, Inc., 519 13th St., N. W., Washington, D. C. Considers news and feature pictures of events and personalities throughout the world. Scientific and specialized matter in picture form. Payment at \$3 minimum per picture on acceptance. Send spot news pictures via air mail or special delivery first-class mail. Louis A. Brown.

Nast (Conde) Syndicate, 420 Lexington Ave., New York. Fashions for men, women and children, decoration, beauty, etiquette. No material considered from free-lance writers. Howard D. Wheeler.

National Feature Service, 4035 New Hampshire Ave., Washington, D. C. General features. Not in the market.

National Newspaper Service, 326 Madison St., Chicago. Can't use contributed material. John Dille, manager.

National News Service, 3721 N. 17th St., Philadelphia. Rotogravure art supplements, colored comic supplements, Sunday feature pages. All needs supplied through regular staff. S. A. Silberman.

NEA Service, Inc., 1200 W. 3d St., Cleveland, O. Considers news features, photos, work of comic artists. Payment at varying rates on acceptance. Herbert W. Walker.

Newspaper Feature Service, 2 Columbus Circle, New York. Branch of King Features Syndicate, which see.

Newspaper Information Service, Inc., 1322 New York Ave., Washington, D. C. Syndicates only a question-and-answer column produced by staff; buys no outside contributions. Frederick M. Kerly.

News Syndicate and International Information Service, 313 W. 105th St., New York. Francis Grant.

New York Herald-Tribune Syndicate, 225 W. 40th St., New York. Herald-Tribune features. Harry Staton.

New York Times Wide World Photo Service, Times Annex, New York. News photos. C. M. Graves.

New York World-News Service, 63 Park Row, New York. Uses only material accepted and published by The World and The Evening World. F. B. Knapp, manager.

North American Newspaper Alliance, 63 Park Row, New York. Considers first and second serial rights to serials, 65,000 words; feature articles, 2000 to 2500 words; news features, accompanied by pictures; scientific discussions. Payment on publication at varying rates. David E. Smiley.

O'Dell Newspaper Service, 55 5th Ave., New York. Services of international interest by special arrangement. Edith O'Dell.

Ozark News & Feature Service, Kingston, Ark. Most, but not all, matter obtained from regular sources. Glad to read submitted material. Desires original, "different" feature stories and articles with human interest and purpose. Buys short-stories, first serial rights and occasional

second rights, 1500 to 3000 words; second serial rights to serials; short feature articles; outstanding poems; jokes; news features, news pictures. Payment by arrangement. James T. Richmond.

Pacific and Atlantic Photos, Inc., 25 Park Place, New York. News pictures, feature pictures, fashion pictures. Buys from free-lance contributors. Payment on acceptance according to news value; on special pictures, payment on a royalty basis. A. A. Sorenson.

Paine Service, 601 Grant Bldg., San Francisco. Editorial and musical features, staff-written. R. F. Paine.

Paramount Features, 113 W. 42nd St., New York. World-wide cartoon news review and assorted small illustrated material prepared by staff. Not at present in market and may not be ready for general contributions until late spring. Peter Bungay.

Park Row News Service, 349 Broadway, New York. News features secured by regular staff; no outside contributions. Theodore Kaufman.

Penn Feature Syndicate, 2417 N. 15th St., New York. Wm. G. Draucker.

Pictorial Press Photos, 145 W. 41st St., New York. News photos (sports, society, foreign, domestic), publicity, etc., obtained through staff correspondents and affiliated syndicates. Very little purchased from free-lance contributors. Considers news pictures of value, two-column news features, feature articles. Desires photos and news features relative to ships, airships, inventions, notables, etc. Pays for photos on publication at \$2 up, news features on 50-50 basis on publication.

Post Syndicate, 75 West St., New York. Features prepared by New York Evening Post staff. J. E. Watkins.

Premier Syndicate, 2 Columbus Circle, New York. Branch of King Features Syndicate, which see.

Publishers' Ad-Features Service, 405 Indiana Pythian Bldg., Indianapolis, Ind. Features, cartoons, serials, special articles, etc. Considers submitted material. Buys first serial rights to short-stories and serials, feature articles, news and Sunday features, work of comic artists, columnists. Payment on acceptance or publication at various rates; royalties on cartoons and full-page comics. Harry Hale.

Publishers Financial Bureau, Babson Park, Mass. Statistics and information on financial subjects. "Our production is more in the line of services than features; we, therefore, have no opportunities that would interest your readers." E. O. Hood.

Publishers Syndicate, 30 N. La Salle St., Chicago. Daily or Sunday newspaper features. Obtains material chiefly from regular sources; open to any contributor with an idea; only permanent features desired. First or second serial rights to serials, perhaps. Will examine work of comic artists. Desires material on sports, women's interests, editorial, children, and business features. Payment by percentage or royalties. E. P. Conley.

Recipe Service Co., 1861 E. Tioga St., Philadelphia. Seasonable recipes. Branch of the Bond-Barclay Syndicate. All material, with very little exception, prepared by staff. Richard S. Bond.

Register & Tribune Syndicate, Des Moines, Ia. General features; first and second serial rights to serials, 72,000 words up; features of general interest, of permanent or semi-permanent nature. Payment by royalty. Henry P. Martin, Jr.

Republic Syndicate, 15 E. 26th St., New York. General features, obtained through regular sources. E. S. McClure.

Rice Syndicate, Inc., Suite 405-8, 500 5th Ave., New York. Anxious to get true stories of domestic animals, 200 words each, written in the first person. "They should be done in a bright, descriptive way and have strong human interest." Payment on acceptance at \$3 per story. H. Rice.

Schwartz Cartoon Service, 824 E. 16th St., New York. Cartoons only, by S. Schwartz and free-lance artists. Considers jokes and news features. Payment by outright purchase at market rates.

Science Service, Inc., 21st and B Sts., N. W., Washington, D. C. Well-authenticated feature articles on science; scientific news features and pictures. Material obtained from regular staff, some from correspondents. Payment at 1 cent a word up on acceptance. Watson Davies.

Service for Authors, Inc., 551 5th Ave., New York. All material purchased from sources of long standing. No MSS. considered.

Sports Writers and News Syndicate, Inc., 154 Nassau St., New York. Has own staff, but considers contributions, 600 to 1000 words on future sporting events, especially horse racing; personal anecdotes, comic art. Wired spot news not handled. Payment on 50-50 basis. A. T. Crichton.

Star Adcraft Service, 225 W. 39th St., New York. Syndicates ready-written ads and illustrations prepared by own staff; no outside material. Fred J. Runde.

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20 Cents, Stamps or Silver
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numbers—"back numbers" in point of time but not in
point of value.

The Author & Journalist, 1839 Champa St., Denver

Star Newspaper Service, 18 King St., Toronto, Ont.
Kenneth McMillan.

Thompson Feature Service, 128 W. 31st St., New York.
General features, comics, serials, short-stories. Will con-
sider submitted material. A. L. Fowle.

Ullman Feature Service, Star Building, Washington,
D. C. General features, obtained chiefly from regu-
lar sources. Considers feature articles. Payment on accep-
tance. H. S. Hollander.

Underwood & Underwood, 242 W. 55th St., New York.
Buys news photos, such as spectacular fires, floods, tor-
nadoes, shipwrecks, severe railway accidents, internation-
ally known persons in unconventional poses; features and
oddities such as striking animal pictures, odd pets photo-
graphed with pretty girls, unusual fishing and hunting
scenes, beautiful scenic shots, action photos of athletes,
new uses for machinery, time-saving devices, odd stunts,
prize-winning beauties, beautiful bathing girls, cham-
pions, etc. Old-fashioned posed pictures not desired. Neg-
atives or films preferred to prints. Send first-class spe-
cial delivery; use air-mail when time can be saved. Neg-
atives and prints must have complete caption material.
If time can be saved, send undeveloped negatives on big
stories. Minimum price paid, \$3.50 per photo, more ac-
cording to importance of subject. Premium paid for pic-
tures that secure a beat. **George J. Kadel, Manager
News Picture Division.**

United Feature Syndicate, World Bldg., New York.
General features, such as home and fashion pages; special
features; exclusive news features. Considers material.
Buys second serial rights to serials. **Paul W. White.**

Universal Service, Inc., World Bldg., New York. Buys
news features. H. H. Stansbury.

Universal Trade Press Syndicate, 522 5th Ave., New
York. Merchandising features suitable for trade papers
up to 2000 words, news features and pictures with busi-
ness angle, technical material, for technical engineering
papers. Uses staff correspondents. Considers free-lance
material. Write to editor for current requirements. "On
account" payment on acceptance, balance on publication
at ½ to 1 cent a word. **Royal H. Roussel.**

Walsh (Christy) Syndicate, 570 7th Ave., New York.
Sport features, prepared by staff, but is open to new sug-
gestions or ideas. **Christy Walsh.**

Washington Radio News Service, 622 Albee Bldg.,
Washington, D. C. Radio news, furnished entirely by
staff. **B. F. Linz.**

Western Newspaper Union, 210 S. Desplaines St., Chi-
cago. General features. Not in the market for material
of any kind. **Wright A. Patterson.**

Woman's Page Copy, Plymouth, Ind. Syndicates only
matter written by Mrs. Florence Riddick Boys.

World Color Printing Co., 701 Lucas Ave., St. Louis,
Mo. Magazine feature pages, comic pages, chiefly pre-
pared by staff. **Roswell Messing.**

World Wide News Service, 101 Milk St., Boston. Not
in the market for contributions. **J. J. Bosdan, editor.**

□ □ □ □

NEWS SERVICES

The news services operate similarly to syndicates. Some,
such as the Associated Press and United Press, are al-
liances of newspapers under contract with each other for
mutual exchange of news. Others are commercial organi-
zations having their own staff correspondents and sell-
ing their service to subscribing newspapers. Important
news features, "spot news" and pictures may sometimes
be sold to news services, just as they may be sold to
individual newspapers, but few except experienced news-
paper men are qualified to compete with staff members.
There are numerous small local news bureaus which can-
not be covered here. Following are the important national
news services and their headquarters:

Associated Press, 383 Madison Ave., New York.

Canadian Press, 272 Bay St., Toronto, Ont., Canada.

Chicago Tribune Service, Tribune Tower, Chicago.

Consolidated Press Association, Star Bldg., Washing-
ton, D. C.

Evening Post News Service, 75 West St., New York.

Federated Press, 166 W. Washington St., Chicago.

International News Service, 63 Park Row, New York.

Jewish Telegraphic Agency, 611 Broadway, New York.

New York World News Service, Pulitzer Bldg., New
York.

Park Row News Service, 349 Broadway, New York.

United Press Association, 63 Park Row, New York.

Universal Service, World Bldg., New York.

THE S. T. C. NEWS

A Page of Comment and Gossip About the
Simplified Training Course and Fiction
Writing Topics in General

VOL. VI, No. 3

MARCH, 1929

EDITED BY DAVID RAFFELLOCK

S. T. C. STUDENTS MAKE MANY SALES

Current Magazines Reveal Practical Results of S. T. C. Training

The proof of the pudding, it is said, is in the tasting. Dozens of students are "tasting" the Simplified Training Course and finding it to their liking. But the real proof of fictional training is not its "taste," but in the results obtained through it.

S. T. C. students are represented every month in scores of magazines. The S. T. C. not only has an enviable record of students who have been helped to sell their work, but also students who are being helped to sell their stories. The S. T. C. depends on no past glory; its glory is in its constant accomplishments.

It is impossible to list the entire number of sales made monthly by S. T. C. students. Among the sales reported recently by students are these:

"I am now contributing to seven all-fiction magazines, three of them weeklies, one semi-monthly, and two monthlies. All of them want volume. I have sold ninety-five per cent of my product the past two years. Flynn's, while Hutchinson was editor, bought fifty-eight yarns from me without a single rejection."—E. P. W., Noel, Mo.

"I've been so busy for the past three weeks that I haven't been able to put much time in on S. T. C. Last week I prepared thousand-word feature stories on the first anniversary of the companionate marriage for 24 daily newspapers. Two weeks ago I covered a National Greyhound Racing meet for Kansas City Star and the Wichita Beacon."—R. R. W., Salina, Kans.

"Having lots of success with my stories, and am kept busy writing. Here is another batch of assignments."—A. I. T., Los Angeles.

"I am sure you will be gratified to know that your advice to me has borne good fruit. A few days ago I received a letter saying E. P. Dutton would publish my book, 'Parents Prefer Babies,' endeavoring to make as attractive a volume of it as possible. They said it has a definite place, and that they would pay me 10% royalty. Also they wanted the refusal of my next two books!"—Mrs. E. L. S., Peekskill, N. Y.

"In the Harley-Davidson 'Enthusiast' for November appears a travelogue of mine. At the present time, I am local news correspondent for six different trade publications and expect to correspond for several others soon."—Mrs. R. M. R., Tuscon, Ariz.

"Please tell Mr. Raffelock that I am beginning to hit the ball hard with sales now. The training course is O. K."—F. L. B., Honesdale, Pa.

"I have received more than my money's worth in the splendid service you have rendered me. I know you will be glad to learn that I am beginning to get some of my material placed. Have just closed contracts for three of my songs with a New York publisher. When I was in San Francisco recently I had an interesting talk with Oliver Morosco. He said I had written A-I lyrics and that if I would write the lyrics for a musical comedy, he would write

the play. Expect to go to San Francisco and set about this work shortly."—Mrs. B. R., Reno, Nev.

"Have sold Mr. Oliphant four yarns for Fame and Fortune Magazine. . . . The postman just brought me a check of \$45 from Boys' World for an athletic story of mine."—E. P., Monrovia, Calif.

"The Wide World Magazine has just given me the job of writing a three-part serial, 'Vanishing of the Range Herds,' which is really my life on the Pecos. They have also given me one other assignment, 'Capturing Wild Cattle in the Guadalupe.'—C. B. L., Carlsbad, N. M.

"It may interest you to know that I wrote and directed a cantata, 'The Beautiful Dream,' in which ninety children took part."—Mrs. L. M. B., McGill, Nev.

"You will be interested to know that I have sold 'The Wildcat's Playmate,' which you criticized, to Argosy-All-story. This was my first story in the Simplified Training Course. Mr. Bitterner wants to see more of my work."—J. N. P., Jamaica Plain, Mass.

"Just a note to tell you the good news! I've sold a story; in fact, two of them. Both were completed and submitted before I had finished Assignment 5 of Lesson 1. One was blocked out in a diagram as illustrated in Lesson 1. It worked like a charm. Street & Smith took both stories for Sea Story Magazine."—S. H. D., New York City.

"I took stock at the first of the year. Sold 61 stories and articles since my first in July, 1925, out of 79 written. Have a human interest article coming out shortly in MacLean's. Also an article in Legionary, Toronto."—E. E. P., Vancouver, B. C., Canada.

"Your criticism of my story entitled 'Yellow,' which was submitted by me as part of your first lesson group, struck me as being about right. I put the Ms. away until September, three months, took it out, rewrote it according to your suggestions. It sold—first crack out of the box. Harold Hersey fell for it. This is the first story I have consciously written. All others wrote themselves."—J. K. S., Beaver, Pa.

THE 1929 COLONY

Plans Ready for Most Interesting Season at Writers' Mecca

Those who attend the Writers' Colony this summer will have the opportunity of meeting many famous authors. The Colony will be conducted this summer for the entire months of July and August. Anyone who is interested in writing may attend the Colony.

One should not get the impression that the Colony is a school. It is a national gathering place for all writers and editors. During six of the nine weeks, classes in various branches of writing are conducted. However, those who attend the Colony do not pay for special privilege and are not obliged to enroll for any of the instruction.

A writer may attend the Colony to be with other writers and enjoy a splendid vacation in the glorious Colorado Rockies. For one fee, the writer secures room, board, free attendance at all special lectures, entertainment and all Colony privileges. If one chooses he may enroll for any or all classes.

This summer an exceptionally fine lecture series is being arranged. Many of the most distinguished writers and editors of this country will appear on the series. Many successful writers will also attend the Colony. A number of writers have already made reservations for the forthcoming season.

The Colony opens July 1 and continues through August. Classes will be conducted from July 8 to August 18. Those interested should address the Writers' Colony, 1839 Champa St., Denver, for full information.

CONTEST NOTES

Flood of Contributions Postpones Announcements of Results

So many contributions to The S. T. C. News contest came in just before the closing days that it has been impossible to make the final selection of prize winners before this issue goes to press. The final awards will be made before next month is over. Several of the contributions will be printed in these columns. As many criticisms of stories, not placing among the winners, will be printed as space allows.

"When Hearts Lead," 500 words. Very well told story of married woman, loving another, about to give herself to him, learns he has become engaged. Ending very weak, as effect of man's disclosure on woman not convincingly or dramatically revealed. Characterization of man too shallow.

"The Canvas Bag," 480 words. "The Ferret," disguised as old man, traps hold-up men. Pretty well written, good dialogue. Elaborate procedure to catch crooks doesn't appear necessary. An incident rather than short-story. Is technically weak.

THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Soldier Stories is a new magazine of the Fiction House group, 271 Madison Avenue, New York. It is devoted to thrilling war fiction in short-stories, novelettes and serials. Customary Fiction House rates of from about 1½ cents a word up will be paid on acceptance.

Top Notch Magazine, 79 Seventh Avenue, New York, sends another call for the tabloid or short short-story. George Briggs Jenkins, editor, writes: "We are very much interested in getting short short-stories of about 900 words—real stories, containing dramatic situations, present-day locales, crisp, compact, dramatic, and interesting; no domestic squabbles desired. This is a second request for short short-stories. The first request brought many submissions, but few stories."

Thrills from News, 1926 Broadway, New York, is a new publication to be issued shortly by the Macfadden Publishing Company. It will be edited by John L. Spirak and wants, in short-story form, not over 2000 words, with photos, the most thrilling, dramatic, or strange stories actually appearing in the news, although perhaps not sent out by telegraph or at great length or to a great distance. "Stories may concern anyone, multimillionaire, society bud, or ditch-digger. Manuscripts must be replete with human interest. The story's natural development should bring it to a conclusion with a punch. It may be written as a feature, but preferably as a fiction short-story with a dramatic ending. Marked full page of newspaper in which the story originally appeared as news must be attached. Whenever possible, action pictures of events or characters should accompany the story. If obtainable, get photos of leading characters. Manuscripts should be sent by air mail or special delivery." Rates are understood to be 2 cents a word on acceptance, with \$5 for each photo used.

Detective Fiction Weekly, 280 Broadway, New York, "has increased its rates from 1 cent a word to 1½ cents a word up, and we have an active market for material of all lengths, particularly short-stories and novelettes," writes Howard V. Bloomfield, editor.

Life, 598 Madison Avenue, New York, is now edited by Norman Anthony, formerly of *Judge*, Robert Sherwood having resigned.

Judge, 627 W. Forty-third Street, New York, is now edited by Jack Shuttleworth, who succeeds Norman Anthony, now editor of *Life*.

Air Adventures, 80 Lafayette Street, New York, edited by Casey Jones, with Allan K. Echols as managing editor, calls for "straight air-action short-stories up to 8000 words, novelettes up to 15,000, and serials of about 40,000, with settings anywhere, preferably the Americas. No woman interest in the shorts and very little woman in the novels. Action! Action! No war-air or fantastic or pseudo-scientific material desired. Payment is at 2 cents and up on acceptance."

Smart Set, 221 W. Fifty-seventh Street, New York, will absorb *McClure's Magazine* in the very near future. The two magazines were purchased some months ago from William Randolph Hearst by James R. Quirk, who featured *Smart Set* as a young woman's magazine and *McClure's* as a young man's magazine. The combined magazine, under the name of *Smart Set*, will be edited to appeal to young women as heretofore.

Comfort, Augusta, Maine, announces a change of editorial policy. V. V. Detwiler, editor, writes: "Our rates are to be considerably higher than we have paid in the past, but we are expecting to tighten up a great deal in our demand for quality. We are in the market for short-stories and articles of interest to the whole family (but more especially the women) in small-town homes in all parts of the United States. Articles may be (perhaps should be) utilitarian; but they must in some way help the reader to get more pleasure out of life. Rates are 1 to 3 cents a word on acceptance."

Chelsea House, 79 Seventh Avenue, New York, a subsidiary of Street & Smith, in a letter from Ronald Oliphant, editor, states: "There is a particularly good market just at present for book rights in the Chelsea House Popular Copyrights. The stories published in this line are Western, detective, adventure, and love stories that have previously appeared serially in popular fiction magazines. They should be 55,000 to 65,000 words in length. The price is \$150 for all book rights, and a transfer of copyright is required when the story has appeared serially in a magazine published by some firm other than Street & Smith Corporation."

With the April issue, *Everybody's Magazine* and *Romance*, both published by the Ridgeway Company, Spring and Macdougall Streets, New York, will be combined, according to an announcement by Henry La Cossitt, editor of *Romance*. It is understood that the latter name will be retained for the combined magazine.

SELL YOUR WORK *REGULARLY*

Short Stories, Novelettes, Serials and Articles Wanted for Sale

I am in constant touch with the magazines and publishers and in an advantageous position to establish contacts for writers whose work shows promise. I endeavor not only to sell the stories which my clients send me, but furnish them with tips and suggestions of the current magazine needs which I feel they can supply. I develop and train my clients to sell steadily to the markets for which their work is suited by constructive criticism and coaching from the editorial viewpoint.

I have sold the work of my clients to leading American and British magazines, and have successfully placed novels with the best-known publishers. A few of my recent magazine sales in America, too numerous to list in detail, will give some idea of the scope of my contacts:

Pictorial Review
Peoples Popular
Prize Story
American
Living Age
Current History
Five Novels

Flying Stories
Flying Aces
Brief Stories
West
Complete Novel
Romance
Cupid's Diary

Love Story
True Story
Sunset
Modern Homemaking
Smart Set
True Story

True Confessions
Secrets
Battle Stories
Frontier Stories
Short Stories
Cabaret Stories

Harold Hersey Group
Target
Haversack
Mystery Stories
Magazine of Business
American Mutual
Popular Aviation

I handle the entire output of professional writers whose income from writing approximates \$10,000.00 a year.

Have connections with London agents for disposition of British rights.

Write for circular descriptive of my service.

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Authors' Agent

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We Want the Best First

1. Success stories interestingly written of grocers and hardware dealers who are real successes.
2. Merchandising articles by writers who know merchandising.
3. Short articles (100 to 200 words) telling how so-and-so pulled off a good stunt or sale.
4. Up-to-date humor with a real trade slant.

Trade Division

BUTTERICK PUBLISHING CO.

(Publishers of GOOD HARDWARE and
THE PROGRESSIVE GROCER.)

79 Madison Avenue

New York City

BLACK MASK takes this opportunity to make public acknowledgment of its indebtedness, and to express its deep appreciation, to those several score writers who, sincerely studying its purpose, have enabled it to achieve that purpose by giving to the magazine by painstaking work, and through the medium of their own individual manner of expression, those elusive, inimitable and indefinable qualities known as personality and distinctiveness. To them we give full credit for the constant month by month widening of our circle of enthusiastic readers, a circle which is today a full fifty per cent larger than it was two years ago.

JOSEPH T. SHAW,
Editor.

DO YOU KNOW

THAT

The Service Bureau for Writers,
Franklin, Ohio

(James Knapp Reeve—Agnes M. Reeve, editors)

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How to Write a Short Story (Quirk)65
The Way Into Print50

Catalogue 30 others

WHAT OUR CORRESPONDENTS SAY

I am convinced that your criticisms are both authoritative and sincere, and I value them accordingly.

12-19-28—I. H. M., Tallahassee, Fla.

Your corrections, elisions, and advice will not only help the manuscript, but help me in all future writing.

9-15-28—R. S. B., Cleveland, Ohio.

You have, at least, one correspondent who appreciates straight-from-the-shoulder frankness, even when it hurts. Thank you honestly for the only positively adverse criticism I have ever received.—7-26-28—N. D. M., Des Moines, Iowa.

Agnes M. Reeve's criticisms are delightfully helpful and constructive.—1-26-29—W. F. M., Atlanta, Ga.

My only regret now is that I did not seek the aid of Agnes M. Reeve a year ago. I surely appreciate her criticism of the two stories sent.

1-28-29—R. P. M., Seattle, Wash.

Just another bit of praise on The Twelve Cardinal Elements of Short-Story Writing, by Agnes M. Reeve. One of my correspondents, who has completed the short-story course put out by the _____ Institute, stated that these lessons were: "Right to the point and far more helpful to the aspiring writer."—1-28-29—M. O., Hollywood, Calif.

I should like you to know how accurately you hit the bullseye every time so far as I am concerned. My first short-story was sent to you for advice and submitted to the market you recommended. Not only did it land, but I have written regularly for the magazine ever since, selling them many short stories, two book-length serials, articles and poems; and I now supply all the special articles used by them in a branch of their Service Department. All this I owe to your good judgment; and now I also give you the credit of placing my first book. I wanted you to know how I appreciate it.—1-2-29—B. P. H., Rockwood, Tenn.

It was my pleasure to receive your frank criticism of the manuscripts sent you. You could not have done me a greater favor because I know now just what I must do to arrive at my desire to write. If it had been your pleasure to eschew the truth, or to wheedle in a roundabout way, I still would be under the impression that I had arrived. Therefore, you may see just how kind your remarks have been, however critical.

12-27-29—B. L. H., Sparrowbush, N. Y.

Circulars On Request

Writers' Service Bureau

6 Alexander Building, Franklin, Ohio

Tales of Danger and Daring is the new title of *Red Blooded Stories*, 1926 Broadway, New York, one of the Macfadden group. Its editorial requirements remain the same: stories of adventure in all parts of the world.

Spy Stories, *Fire Fighters*, *Aviation Stories*, and *Murder Mysteries*, 120 W. Forty-second Street, New York, are newly launched additions to the Harold Hersey group of magazines. Their fiction requirements are indicated by the titles. Payment, as with the other Hersey magazines, is to be made on a sliding scale of from 1 cent a word up, according to the growth in circulation of the individual magazine, checks to go out when the magazines come from the press. *Murder Mysteries* desires stories of 2000 to 3000 words with detective plots.

The Dragnet, 120 W. Forty-second Street, New York (to correct a statement in the February A. & J.), has not been definitely suspended, according to a note from Harold Hersey, editor.

Famous Lives, 120 W. Forty-second Street, New York, is a new magazine of Magazine Publishers, Inc., edited by Harold Hersey, who states: "This is a biographical and autobiographical magazine. It will be for the intellectual reader. We are on the market only for brief, turgid, biographical sketches, but at present are not buying anything because we have so much material on hand that we are forced not to consider anything until next fall."

Gold Leaf Topics, Kress Building, San Francisco, has vanished. A contributor reports that inquiry at the Kress building reveals that the publisher, a woman, went into bankruptcy after collecting 3000 subscriptions at \$3 each, that the postal authorities are after her, and that the magazine never was published.

People's Popular Monthly, Des Moines, Ia., informs contributors that its short-story schedule is complete for at least the next six months and it is temporarily out of the market for such material. (Note the offer of this magazine under "Prize Contests" of \$10,000 for a suitable serial.)

The Funnies, 100 Fifth Avenue, New York, is the name of the new boys' magazine launched by the Dell Publishing Company. It uses thrilling fiction, articles, games, comic strips, and other features for boys from eight to eighteen years of age. Rates and methods of payment for material are not at hand.

The Children's Hour, 470 Stuart Street, Boston, which resumed publication in November, has no connection with *The Children's Hour* published in West Terre Haute, Ind. On resuming publication, the Boston periodical absorbed *A Child's Garden*, formerly published in San Francisco.

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Arthur Sullivant Hoffman

Carmel, New York

Formerly editor *McClure's*, *Adventure*, *Romance*; managing editor *Delineator*; four other magazines; author "Fundamentals of Fiction Writing," "Fiction Writers on Fiction Writing;" fiction and articles in leading magazines.



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Weird Tales, formerly at 450 E. Ohio Street, has moved to 840 N. Michigan Avenue, Chicago.

The Youth's Companion, 8 Arlington Street, Boston, is now edited by Eric Hodgins, who succeeded Harford Powell, Jr. Helen Ferris, formerly editor of *The American Girl*, is associate editor, as well as associate editor of *The Atlantic Bookshelf*.

World's Greatest Stories, 1926 Broadway, New York, is a new periodical of the Macfadden group, using only reprint fiction.

Movie Novel, 120 W. Twentieth Street, New York, issued by the Jacobsen Publishing Company, has appeared. It is devoted to novelization of screen romances, and apparently offers no market for original material.

The Dell Publishing Company string of magazines is now located at 100 Fifth Avenue, New York, instead of 97 Fifth Avenue.

The American Golfer, formerly at 353 Fourth Avenue, has been purchased by the Conde Nast Publications, Inc., Lexington Avenue at Forty-third, New York. Grantland Rice remains as editor, and the editorial program has been enlarged.

Screen Romances, 100 Fifth Avenue, New York, is a new Dell publication using fictionized moving picture stories. May Ninomiya is editor.

Clippings, a magazine of clipped humor, has made its appearance from 308 W. Washington Street, Chicago. While the first issue apparently is made up entirely of clipped material, the editors write: "We are in the market for humorous verse of from five to twenty-five lines, and humorous miscellany of 200 to 500 words. Payment is on publication at 1 cent per word, unless otherwise agreed."

American Girl, 670 Lexington Avenue, New York, announces the appointment of Miss Margaret Mochrie as editor, succeeding Miss Camille Davied, who has become managing editor of *The American Sketch*, Garden City, N. Y., in association with Beverly Nichols, editor.

The National Magazine, 952 Dorchester Avenue, Boston, has altered its policy to include the publication of one short-story under 3000 words, and the installment of a serial, in each issue. Rates paid for material are not at hand.

American Newspaper Boy, formerly at 722 S. Church Street, has moved to 15 W. Fifth Street, Winston-Salem, N. C.

The Nomad, 150 Lafayette Street, New York, pays on publication instead of acceptance as previously listed in the Market List. Rates are 1 to 2 cents a word. Illustrated first-person travel articles are used.

The Overland Monthly has moved from 356 Pacific Building to the Phelen Building, San Francisco.

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Prize Contests

The Atlantic Monthly Press announces: "The first Atlantic Prize Novel Competition, in 1927, was won by Miss Mazo de la Roche with her novel 'Jalna,' which was received with enthusiasm by critics and public, became the novel of the autumn, and enjoyed a sale exceeding 125,000 copies. 'Jalna' is a novel of permanent value, and has been translated into several foreign languages. To secure a novel that will attract attention, to secure the best, and to make it not only the serial, but the story of its year, the Atlantic Prize, \$10,000, is again offered for the most interesting novel of any sort, kind or description by a living author. The sum will be paid the winner for the right to serialize the story in the *Atlantic*, and to publish it in book form, and will be in addition to all royalties accruing from book publication. Cinema or dramatic rights remain with the author. We desire that authors of all nationalities compete, stipulating only that, whatever the original version, the final manuscript must be submitted in English. We do not care whether manuscripts have pseudonyms or not. This is not a competition for this or that kind of a story. The author is absolutely free to write the book he likes. Our sole criterion will be the interest of the novel. We hope to print in book form several novels beside the winning serial, but we reserve the right to reject any or all of the manuscripts submitted. Every novel published as a result of this competition will be given wide and continued publicity. No effort will be spared to make each an outstanding individual success. The contest will be judged by the editorial staff of *The Atlantic Monthly* and the Atlantic Monthly Press. The winning novel will be issued in book form in the United States and Canada by Little, Brown and Company (publishers of the Atlantic Monthly Press books) and in Great Britain by George G. Harrap & Company. There are no hampering rules in this competition—merely that all manuscripts must be unpublished work, typed and submitted before January 15, 1930, to The Atlantic Monthly Press, 8 Arlington Street, Boston, Mass."

William Randolph Hearst has announced the details of his \$25,000 award to be made "for a practicable plan as a substitute for prohibition, which will secure better temperance conditions, which will be more easily possible of enforcement by State and Federal Authorities, and which will offer less encouragement to crime and tend less to debase the public service, and which will not so outrage and violate the fundamental rights and personal liberties of American citizens." No one person may submit more than one plan. The plan must be set forth in an article containing not more than 1000 words. Closing date, April 30, 1929. A committee of judges is to be announced later. If plans other than the prize-

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Adria J. Gray, Mass., sent me her "hopeless" story, "CHASING THRILLS," for criticism. She revised it three times under my direction—result, an immediate sale of her story to YOUNG'S MAGAZINE. Helen Cahoun, New Jersey, re-wrote "PRIDE," her "hopeless" story after my suggestions. CUPID'S DIARY snapped up the story as soon as it was offered. George H. Meeter, Pa., had learned nothing but generalities from a well-known correspondence school. His "hopeless" story, "OUT OF THE FOG," revised under my direction, sold at once to the Macfadden publication, DANGER AND DARING. Gerald Higgins, Rhode Island, had submitted his confession story to TRUE CONFESSIONS in vain. I sold it for him, only slightly changed, to the same magazine on its first trip. "TWO MEN IN A BOAT," Kathreen Gorman's story, which I sold to PRIZE STORY MAGAZINE for her, won third prize, \$150.00, in the readers' voting contest. Jane Ladd's hopeless story, "CHEDDAH NAWN," revised after my suggestions, sold to PRIZE STORY MAGAZINE at once. The same writer offered one story, "NOT ALL ALIKE," to no less than 19 different magazines without an acceptance. I sold it to YOUNG'S MAGAZINE on its first trip out. The addresses of the writers mentioned, cheerfully furnished upon request. Recent sales include: GINGER STORIES, YOUNG'S MAGAZINE, BREEZY STORIES, PRIZE STORY MAGAZINE, THE DAILY MIRROR, CABARET STORIES, TRUE CONFESSIONS, PEOPLE'S POPULAR MONTHLY, FLYING STORIES and others, mention of which is precluded by lack of space. ARE YOU ANXIOUS TO SELL YOUR SEEMINGLY HOPELESS STORIES? Write for folder at once! JOSEPH LICHTBLAU, AUTHORS' AGENT, P. O. BOX 10, STATION "R," NEW YORK CITY.

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The 36 Dramatic Situations. A "best seller" is this analysis of Georges Polti, cataloging the plot material which life offers. Short-story writers and novelists appearing in Saturday Evening Post, Cosmopolitan, Century, and other foremost magazines have publicly acknowledged help received from this book. \$1.50.

Conscious Short-Story Technique, David Raffelock, Associate Editor of The Author & Journalist, and Director of the Simplified Training Course. An authority "shows the way." \$1.10.

Plotting the Short Story, Culpeper Chunn; gives invaluable assistance in story structure. \$1.00.

What An Editor Wants, A. H. Bittner, editor of Argosy All-Story Weekly. One of the most practical of all volumes on writing craftsmanship. \$1.10.

Fundamentals of Fiction Writing, Arthur Sullivan Hoffman, former editor of Adventure and McClures. Highly recommended. \$2.15.

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winner shall be considered worthy of some compensation, a second prize of \$5000 and other prizes of \$1000 may be awarded. Articles may be submitted to Temperance Contest Committee, care of the editor of any one of the Hearst newspapers, which include, among others, *New York American*, *Chicago Herald and Examiner*, and *San Francisco Examiner*.

The Mark Twain Association has announced a prize of \$50 for the ten best quotations from the books of this great American author, as a means of getting the wit and wisdom of Mark Twain into circulation. Typewrite quotations on one side of paper, giving the name of book and page on which it was found. The total number of words in the ten quotations must not exceed 300. The contest will close October 1, 1929, and the prize will be awarded December 1, 1929, the Sunday nearest Mark Twain's birthday. Address communications to Mrs. Ida Benfey Judd, 415 Central Park West, New York.

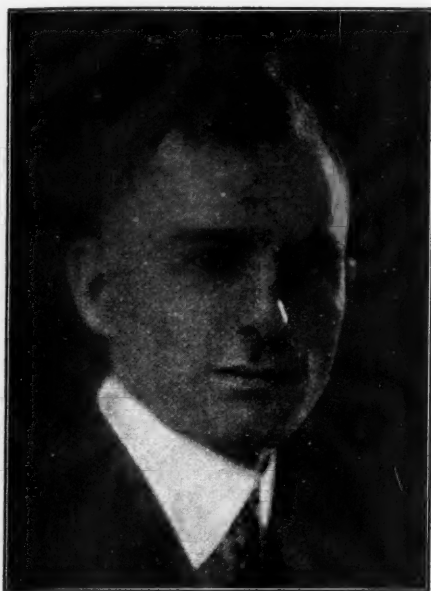
Prize Story Magazine, 33 W. Sixteenth Street, New York, J. W. D. Grant, editor, announces that its prize offers for authors and readers are to be discontinued in April. It will continue to pay for material, the announced method being "on acceptance, according to value." "Diversified fiction is desired—adventure, romance, mystery, humor, or sentiment—gripping stories of human-interest and dramatic situations. Short-stories should range between 4000 and 10,000 words, serials between 20,000 and 50,000."

Our Dumb Animals, 180 Longwood Avenue, Boston, offers a first prize of \$100 and a second of \$50 for the best original essays of not more than 1500 words on the subject, "The Claims of the Animal World on Mankind for Justice and Compassion," provided, that if in the opinion of the judges no essays submitted are deemed worthy, the prizes will not be given. MSS. must be typewritten on one side of page, with name and address of author in upper corner of the first page, and must be addressed to the Contest Editor not later than May 15, 1929. Essays receiving prizes will become the property of *Our Dumb Animals*. Other essays may be purchased, if desired, on terms to be arranged.

Liberty, 247 Park Avenue, New York, announces that it will publish the stories of ten unsolved murder mysteries, one a week, beginning with January 26th, and that \$1000 in prizes will be awarded for best solutions, divided as follows: first prize, \$500; second, \$250; third, \$100; fourth, \$50, and four of \$25 each. The stories will be written by Sidney Sutherland, who is sole judge of the contests. A suggested word limit of 500 words for solutions is given, and they must be postmarked within four weeks after the date of issue in which the story appears.

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During the War Mr. Cunningham served in the United States Navy aboard the *U. S. S. New Orleans*. In 1920 he traveled through the interior of Central America, which resulted in his illustrated serial in *Wide World*, "Through Central America on Horseback." He is the author of many stories in *Argosy-All-Story*, *Green Book*, *Sunset*, *Adventure*, *Wide World*, etc. "The Regulation Guy", a book of Short-Stories, is in publication (Cornhill), and also "Gypsying Through Central America," an illustrated book of travel (T. Fisher Unwin). Having completed several novelettes, to appear shortly, Mr. Cunningham is finishing a book-length novel of Central American life.

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Eugene Cunningham

Dr. Esenwein's pupils are selling their work because they are taught to do so. One student has reported sales of \$600 in one week; another has recently won a \$2000 prize; others have sold their first stories. News of this sort comes in every day.

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Edited by J. BERG ESENWEIN

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MARY ROBERTS RINEHART says: "The Writer's Monthly looks awfully good to me. For years I have been telling beginning authors that there is nothing in the world so good for them as such a magazine. It puts them in touch with publications they would otherwise not think of. So many writers live away from New York, and since by the nature of the work it must be done in solitude, it seems to me that such a magazine coming in once a month is like hand-shakes from a fellow craftsman."

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THE WRITER'S MONTHLY, Dept. 63
Springfield, Mass.

Life, 598 Madison Avenue, New York, announces that it will award \$5000 for the best tabloid short-stories published in its pages during 1929. "They may be light fiction, timely burlesques, detective or mystery stories, or humorous stories, but they must be short, 600 or 700 words. One story will appear each week and regular rates will be paid on acceptance, in addition to the award. Any number of stories may be entered by any one writer. Manuscripts must be typewritten on one side of paper, the pages numbered, with name and address of author on every page, and should be accompanied by return postage. The first prize will be \$3000; second, \$1500; and third, \$500. The judges are Ray Long, editor of *Cosmopolitan Magazine*, Robert Benchley, associate editor of *Life*, and Merle Crowell, editor of *The American Magazine*."

The American School Citizenship League announces its 1929 world essay contest for normal and secondary school students. In the normal school section the subject is "The Influence of Education in Eliminating War"; in the section open to seniors in secondary schools, the subject is "Above All Nations Is Humanity." Prizes of \$75, \$50, and \$25 will be given for the three best essays in each section. The best essay from each eligible school should be sent to the league in care of Mrs. Fannie Fern Andrews, secretary, 405 Marlborough Street, Boston. Manuscripts must be typewritten on standard paper and the name of writer must not appear on it but on a separate piece of paper enclosed with it. The length limit is 5000 words. Some states are conducting local contests in connection with the competition.

People's Popular Monthly, Des Moines, Ia., supplements its announcement of last month as follows: "We are in the market for a serial story of from 60,000 to 70,000 words, to start publication about October. We are willing to pay \$10,000 for such a story. Of course, we want the story to be worth the price. The only requirements are that the story must be clean, wholesome, and happy, and must have a great deal of human interest. It must be a story that will appeal to real home folks and the love theme should be quite prominent. It is possible that a mystery story might get over, but we will not print any story that is morbid in any way. We shall prefer not to have a Western story, as we have had many of them. This serial will reach more than 1,300,000 homes. The dead line for this story is July 15th." Ruth Elaine Wilson, associate editor, signs the statement.

Lehigh Portland Cement Co., Allentown, Pa., offers 243 cash prizes, ranging from \$1500 down to one hundred and fifty \$2.50 prizes, for letters on farm uses for Portland Cement. The announcement states: "To guide us in our work of encouraging the building of modern, attractive, sanitary, economical and permanent farm buildings or

Absolutely Unsalable

when I received them—yet, after my editing, these stories were sold to well-known publishers:

"The Demon Demonstrator"..... Munsey's
 "Greater Love"..... I Confess
 "Delta Justice"..... Young's Magazine
 "Fortitude"..... Breezy Stories
 "What's Wrong With Aviation?"..... Collier's

"Derelicts" (Novel)..... Dorrance & Co.
 "Quite"..... Ace-High
 "A Matter of Honor"..... National Sportsman
 "Honor of the Force"..... Danger Trail
 "A Jekyll-Hyde Experience"..... True Story

Dozens of other stories, classed as "hopeless" by critics and rejected repeatedly by magazines, were sold after revision to Blue Book, Argosy, Adventure, Black Mask, Blade & Ledger, 10-Story Book, Wide World, Western Story, Popular, Brain Power, Flapper's Experience, and others. If you are in need of literary assistance—criticism, revision, or sales—my service, backed up by ten years' experience, will give your work the best possible chance. Write for terms, etc.

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Marks and Re-Marks

BY M. N. BUNKER, D. S. C.

MR. RAYMOND S. SPEARS is pretty well known to the Author & Journalist crowd by now, and you may be interested in this bit of a letter that he wrote me along last September.

"By sorting out the lines of information I use in fiction and other writing, and if I did less smattering and was more persistent in any of several lines, it is plain that I should have been close to being learned. Now Mr. Bunker surely does give interesting and valuable information."

Here is a comment which comes to me from Mr. Bosworth, a professional penmanship teacher back in Philadelphia.

"Please excuse the delay in replying to your most excellent report of my handwriting. It is certainly out of the ordinary line of such work. . . . I wish you to know that I appreciate it very, very much, and prize it highly. If at any time I can be of any service to you in recommending your work, I shall be very happy to do so and will be glad to send any of my business associates and friends to you for a complete analysis of their penmanship. It is worth ten dollars and more than that even to get such a correct answer as you gave me."

And I appreciate Mr. Bosworth's letter because it comes straight from his heart, telling me just exactly how he feels.

Talking to the classified advertising manager of one of the biggest newspapers in the country one day this week, I agreed that there are thousands of people going to college who should be outside. The whole conversation came as a result of my passing on the qualifications of his different salesmen. One of them is a college graduate a couple of times over and yet is absolutely drifting without any definite purpose in life. He has a marked talent, and as a result of our little conversation, they are going to shift him over into an entirely different kind of work.

This brings to mind that I have a letter this week from a man who is a Ph. D., from one of our leading universities, but is still living off the folks at home. He doesn't know which way he is going, and when he gets my letter he is going to get the shock of his life. Watch MARKS AND REMARKS next month.

It always takes a good hour for me to make an analysis and then it is necessary for the girl to type it. I have cut my fee one-half to Author & Journalist readers, making it \$2.50 for you. If you really want to look yourself in the face, it will pay to spend the money and get the best that I can give you. Please make it a point to address your letters Box 503, Kansas City, Missouri, and you may send a money order or a check. If you live in or around Kansas City, I shall be glad to have you come to our new offices at 621 Reliance Building—but please do not send letters here.

improvements, we want more information about how our product helps farmers. Prizes will be awarded on 'How Building With Concrete Improved Conditions on My Farm.' The judges will give extra consideration to letters accompanied by photographs, specifications, and working drawings (even though crude) of the construction you write about. The replies which, in the opinion of the judges, will benefit large numbers of farmers will be awarded the prizes. Letters must be mailed by midnight, May 31st, and all work written about must be under construction by that time. All entries must be accompanied by an official contest blank, copies of which may be secured free of charge, together with booklet of helps, from any Lehigh dealer, or write us direct. Address, Contest Editor, Lehigh Portland Cement Co., Allentown, Pa." No word limit is given.

The Poultry Item, Sellersville, Pa., announces a monthly contest (that closing March 10 being for letters or essays of 500 words or less, describing any practical idea or "short cut" that will save steps, time, or labor in the raising of poultry). Sketches will help, but they are not absolutely necessary. Fancy writing will not count. The prizes are \$50, \$25, \$15, and \$10. In addition to the four prizes awarded each month, the judges will award twenty-nine Grand Season prizes at the close of the series to those who have entered articles in the monthly prize contests, either winners in the monthly contests, or otherwise, whose articles, in the opinion of the judges, are the most practical, original, valuable and profitable to all poultry raisers. The four prize-winning articles will be published each month, beginning with the March issue, and at the close will all be published in booklet form and distributed free to contestants. The Grand Season prizes are \$100, \$75, \$50, \$25, five of \$10 each, and twenty of \$5 each. Letters for each contest must be in the Sellersville post-office by the tenth of month. Address Prize Contest Editor.

The Jewish Forum, 2000 Broadway, New York, has announced that prizes of \$100, \$50 and \$25 will be awarded, respectively to the first, second, and third best short-stories or plays published in *The Jewish Forum*, from June, 1928, to June, 1929. In addition, these pieces will be paid for at regular rates. The contest is limited to stories and plays depicting the successful struggle with conditions in this country that handicap traditional Jewish life and aspirations. Communications should be addressed to the Story Contest Editor.

The Chicago Tribune, Chicago, Ill., pays \$1 each for brief accounts of embarrassing experiences, which should be written as "the most embarrassing moment of my life." Unacceptable manuscripts are not returned. Address, Embarrassing Moments Editor.



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The Home Correspondence School
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Under the conditions of the John C. Green Income Fund the American Sunday-School Union is seeking, by the prize contest method, to secure manuscripts for two books on popular religious themes. A prize of \$2000 is offered for a manuscript on "Religion in Education," and another prize of \$2000 for a manuscript on "The Heroic Appeal of Christianity to Young People." The manuscript on the subject of "Religion in Education" should show "the educational worth of the Bible, and of religious teachings based upon it." The style should be popular and readable, with a wide appeal. It "should have a convincing message to voters, lawmakers, parents and teachers." The offer of a prize for a manuscript on "The Heroic Appeal of Christianity to Young People" is "based upon the conviction that our young people will find in Christianity, when rightly presented to them, a gripping appeal to the finest and noblest living." The form of this manuscript may be what the author chooses. The contests close March 1, 1930. The Editorial Department, American Sunday-School Union, 1816 Chestnut Street, Philadelphia, Pa., will furnish full descriptive announcement, giving further important particulars, on request.

The American Humane Education Society announces that it will pay a cash prize of \$50 to the periodical anywhere in the United States or its possessions, or in Canada, publishing the best editorial on the Be Kind to Animals Anniversary of 1929, between March 1 and April 30, 1929. A \$25 prize is offered for the second-best editorial. Contestants should mail a copy of the printed editorial showing the name of the newspaper or magazine, the place and date of the publication, with the name of the writer written on the margin, to Editorial Contest Editor, American Humane Education Society, 180 Longwood Avenue, Boston.

The O-Cedar Corporation, Chicago, announces prizes of \$1000, \$500, \$250, and 378 other cash awards, starting at \$100, for letters on "Why Every Housewife Should Use O-Cedar Mops and O-Cedar Polish." Use pencil, pen or typewriter. "No 'fine writing' is necessary. No need to be 'clever.' Tell us your own experience or ask your friends—no need to buy our products to compete. You may simply see the products at any store, then write your letter. Contest closes May 31st; midnight of that date is the latest postmark acceptable. Put name and address on top of each sheet. Write on one side of paper only. No word limit is given. Address, Contest Editor, Dept. MP-3 (or any department mentioned in the company's advertising announcements), O-Cedar Corporation, Chicago."

Ozark Life, Kingston, Ark., announces a contest closing April 30, 1929, for essays of 500 words or less on the subject, "Hillbilly, Who Are You?" First prize, \$5; twenty next best, \$1 each.

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THE MOTHERS' JOURNAL

55 West 42nd St., New York

Ken-Wel Sporting Goods Co., Inc., Utica, N. Y., will award 3531 prizes, first of which is \$250 cash, to boys, young men, and others, who write the best letters on "Why the Interlaced Fingers of the Dazzy Vance Glove Hold the 'Hot Ones.'" Any sporting goods dealer will furnish a free copy of the Dazzy Vance Contest Book, giving full particulars, or write the company at above address. Time limit or word limit not given in this first announcement.

The Christian Herald, 419 Fourth Avenue, New York, in addition to a \$1000 prize for the best poster expressing the idea of world peace, offers \$100 for the best world-peace slogan of not more than fifteen words. Closing date, April 15, 1929.

Literary Market Tips

In the Trade, Technical, and Class Journal Field

The first of the year, Lyman M. Forbes became editor-manager of *National Retail Lumber Dealer*, 624 Hearst Building, Chicago, succeeding Hugh K. Taylor, who is now with *Chicago Lumberman*, 60 W. Washington Street, Chicago.

Arthur A. Poss, manager and editor of *Warm Air Heating*, recently purchased by the Merchandising Publishing Corporation, 109 S. Ninth Street, St. Louis, Mo., gives the following list of requirements: 1. Success stories of approximately one thousand words, outlining accomplishments of individuals in the sale and servicing of warm air furnaces. 2. Specific articles showing how furnace dealers have increased their business by (a) unusual advertising methods, (b) systematizing their selling methods, (c) unusual methods of locating and following up prospects, (d) sale of related household accessories, such as oil burners, gas burners, incinerators, ventilating fans, etc. 3. Articles showing unusual warm-air heating installations made by furnace dealers, difficult sales accomplishments, etc.

With the February issue, *Radio Broadcast*, published by Doubleday, Doran & Co., Garden City, L. I., became a technical trade paper of the radio industry. For the last seven years, it has been a consumer publication.

The Window Shade & Drapery Journal, formerly published in Chicago, is now published at 614 Endicott Building, St. Paul, Minn. William J. Lloyd is the new editor.

Fur Market Reports, 310 Fifth Avenue, New York, is an analytical service distributed to a limited circulation at \$1 per annum. It does not purchase any outside material.

Game Breeders, 20 E. Forty-second Street, New York, is reported by a contributor to have published an article in its August number for which no acknowledgment or payment has been made.

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"Why did that story come back from publication after publication?"

"Was it because I offered it to the wrong market? Was the story fundamentally at fault? What can I do to make my stories, or articles, sell?"

Rejection slips answer none of these questions. That is why the wise and friendly counsel of an experienced and penetrating critic is almost indispensable.

The criticism department of *The Author & Journalist* is in charge of Willard E. Hawkins, editor, and associates. Every criticism passes for review before Mr. Hawkins.

An *Author & Journalist* criticism tells what is good, and what is faulty, about your manuscript. It tells you, frankly, if it is considered salable in its present form; if not, whether it can be changed to make it salable, and how. It gives the magazines to which the story or article may logically be submitted. If, clearly, the writer lacks an aptitude for writing, the critic does the friendly thing, and that is, frankly, to discourage. On the other hand, talent receives the sure encouragement and invaluable help of an expert.

The files of *The Author & Journalist* contain many stories of writers who, from humble beginnings, with encouragement and guidance, have travelled to literary success.



"Just What I Needed"

"Enclosed is check and another script for brief criticism. Your usual prompt handling will be appreciated. That last story you criticized, 'Mid Whistling Bullets,' brought a nice check from *Spy Stories*. The list of questions you sent was just what I needed to clarify it."—Earl Lamm, Texas.

"Help of That Nature Is Priceless"

"Thank you for your frank letter about the story you just returned, 'A Shock of Happiness.' I'll try to work it out in the first person, as you suggest. I am particularly grateful for the marginal notations you so thoughtfully made for my guidance. Help of that nature is priceless to me, and does more towards helping me find myself than anything else."—Teresa O'Malley, Hutchinson, Ala.

Sold a Criticized Story

"Perhaps you might be interested to know that a story of mine entitled 'Among Brothers,' which you criticized for me last winter, has recently sold to the McFadden Publications for \$120. It is to be used, I think, in *Red-Blooded Stories*."—W. A. Harris, Fla.

"Kind and Honest Advice"

"I wish to thank you, and Mr. Adler, for the kind and honest advice which you sent back with my story, 'The Valley of Unspoken Vows.' . . . I am surprised and pleased to know that you have remembered this particular story. With all the ones you must see and read in a year's time, I think it remarkable you should remember any particular one. . . . I hope you will forgive me for writing such a long, personal letter, but both you and Mr. Adler were so nice and friendly in what you wrote me that I thought you would not mind a long letter just once. . . . All the help I get in the world, for writing, comes from *The Author & Journalist*."—Bessie W. Fairbanks, Mass.

From Rossland, B. C.

"Your criticism of my story, 'The Yellow Buzzard,' gives me the kind of help I wanted."—Thomas D. Freney, B. C.

"Alterations You Suggest Are Logical"

"Today's mail brought my manuscript, 'The Big Angle,' and your criticism. I want to thank you for your promptness in examining it and express my appreciation of the intelligence of the criticism. The flaws you point out certainly do weaken the story; and I believe the alterations you suggest are logical. I shall make corrections along the lines indicated."—Seaburn Brown, Calif.

Commends Typing Service

"The last story you typed for me, 'Loves Quixoticisms,' was the most perfect piece of typing ever done for me. It was 100% perfect. Thanks."—A. J. Dickerman, Ohio.

\$225 for a "Dud"

"Last Spring I sent you a 'dud' for criticism. After receiving your comments, I recast, reset and rewrote the theme, and within a month had a check for \$225 for it."—E. S. Dellinger, N. Mex.

\$450 for This One

"You might be interested to know the manuscript, 'Broken Seals,' which you criticized for me on August 29, has been sold to a large eastern publishing company for \$450.

"I certainly wish to thank you for the helpful, instructive suggestions offered in your criticism. You will probably hear from me again soon, as I have some duds in my discard file."—E. S. Dellinger, New Mexico.



The charge for criticism service is determined by length of manuscript. The scale of prices follows—

For each prose manuscript of—

1,000 words	\$2.00	5,000 to 6,000	\$4.50
1,000 to 2,000	2.50	6,000 to 7,000	5.00
2,000 to 3,000	3.00	7,000 to 8,000	5.50
3,000 to 4,000	3.50	8,000 to 9,000	6.00
4,000 to 5,000	4.00	9,000 to 10,000	6.50
Each additional thousand words above 10,000			.40

MARKETING ADVICE AND CRITICAL OPINION

Clients who desire only a critical opinion of a manuscript, together with a list of possible markets if we consider it salable, may obtain this service by remitting **HALF THE FEE** for regular detailed criticism. Thus, for a 5000-word manuscript the appraisal fee would be \$2.25. Our brief letter will tell **WHY** a story is considered salable or unsalable, but naturally will not include the invaluable constructive analysis covered by full criticism service.

OTHER SERVICE BRANCHES

Literary revision with typing, per thousand words	\$2.00
Letter perfect typing, prose, per thousand	.75
Verse criticism: Each poem, 20 lines or less	1.00
Each line additional	.05
Play Criticism: For each act	5.00

The *Author & Journalist* criticism department is noted for the fast service it gives clients. Most manuscripts are on their way back to writer, with detailed report, within three days of receipt; five days is, except in rare instances, the maximum time used.

You can have your questions answered by friendly and expert literary advisors, as others have, who have thereby been started and assisted on the road to literary success. Send your manuscript and questions, with fee and return postage, to *The Author & Journalist*, 1839 Champa Street, Denver, Colo.

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Eliot K. Stone, Dept. A. J., South Sterling, Pa.

Radex, P. O. Box 143, Cleveland, O., F. C. Butler, editor, desires fiction with radio as theme or incident, 1000 words in length; also non-technical articles of human interest regarding radio. Payment is made on acceptance, at ½ to 1 cent for especially apt manuscripts.

American Fruit Grower, *American Machine & Tool Record*, *American Produce Grower*, *Autobody Magazine*, *Aviation Stores & Mechanics*, *Concrete Products*, *Drug Trade Weekly*, *Elite Styles*, *Engineering World*, *Glass Digest*, *Haberdasher*, *Clothier & Furnisher*, *Highway Engineer and Contractor*, *Kennel Review*, *Master Painter & Decorator*, *National Life Magazine*, *Power Transmission*, *Beverage News*, *The Pet Shop*, *Radio Dial*, *Tobacco*, and *Wire & Wire Products* have recently been joined in a \$6,000,000 merger, with the organization of the American Business Journals, Inc. Harry W. Walker, vice-president of the International Trade Press of Chicago, is president; R. E. Brown, of New York, vice-president; C. J. Martin, secretary, and R. W. Rosebury, treasurer. Charles W. Price, president of the Electrical Review Publishing Co., is chairman of the Board.

Automobile Trade Journal & Motor Age, Fifty-sixth and Chestnut Streets, Philadelphia, Don Blanchard, editor, especially desires articles about automotive retailers, including car dealers, garages, accessory stores, etc., running not over 1200 words. Specific information, no generalizations, wanted. Rate of payment depends on the worth of the article.

Independent Salesman, 22 E. Twelfth Street, Cincinnati, G. R. Hayes, editor, pays ½ to 1 cent a word on publication for inspirational articles and fiction on direct-selling experiences. Preferred length is 700 to 1000 words for articles and 1500 words for short stories. *Spare-Time Money Making* is combined with *Independent Salesman*.

Implement and Hardware Trade Journal, Kansas City, Mo., has been divided into two publications, *The Implement and Tractor Trade Journal*, weekly, and *The Hardware Trade Journal*, monthly.

International Studio, formerly at Fifty-seventh Street and Eighth Avenue, has moved to 572 Madison Avenue, New York. It is reported overstocked.

Walden's Stationer has been purchased by Andrew Geyer, Inc., 260 Fifth Avenue, New York, and has been merged with *Geyer's Stationer*.

The Apparel Merchant, Minneapolis, has been purchased by the Bruce Publishing Co., St. Paul, and will be merged with the *Northwest Commercial Bulletin*.

Style Sources is the new name for *Women's Wear Magazine*, Fairchild Publications, 8 E. Thirteenth Street, New York.

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